35 Cents

BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

DECEMBER 11, 1961

Holiday tv spot buying running well in front of last year's, survey shows 35

Wiesner, JFK science man, supports all uhf, with color telecasting 78

Stanton and Sarnoff speeches provide media with guideline against control 56

Extensive Nielsen report pinpoints regional U.S. station availability 70

COMPLETE INDEX PAGE 7

ALREADY BOUGHT BY:

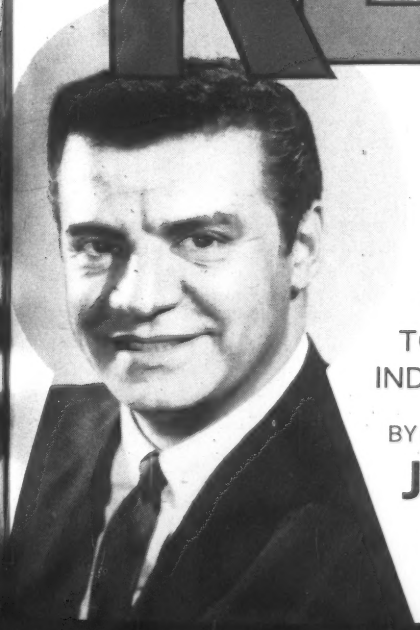
- **WAST-TV** Albany-Schenectady
- **WSB-TV** Atlanta
- **WCCA-TV** Columbia, S. C.
- **WLW-D** Dayton, O.
- **KLZ-TV** Denver
- **WFBM-TV** Indianapolis
- **WHAS-TV** Louisville
- **WCCB-TV** Montgomery, Ala.
- **WEAR-TV** Mobile-Pensacola
- **WTOK-TV** Meridian, Miss.
- **KTVK-TV** Phoenix
- **WAVY-TV** Norfolk-Portsmouth
- **KOMO-TV** Seattle
- **WDSU-TV** New Orleans

. . . and others.

TV'S FIRST "DOCUMATIC"

DRAMATIZES THE DOCUMENTARY!
DOCUMENTS THE DRAMATIC!

"KEYHOLE"



A NEW CATEGORY OF PROGRAMMING TO MEET TODAY'S INDUSTRY TRENDS!

BY AND WITH
JACK DOUGLAS

A CANDID photographic view of real people in true situations and authentic locales!

United Artists
ZIV

ZIV-UNITED ARTISTS INC.
488 Madison Avenue
New York 22, N. Y.

Take a second look

(it's The Magnolia Shoppe, in Duluth)

Take a second look at the Duluth-Superior market-

it's bigger than you think!

It's the second-biggest market* in both Minnesota and Wisconsin!

Bigger than Madison or Des Moines!

Bigger than Baton Rouge, Binghamton or Brockton!

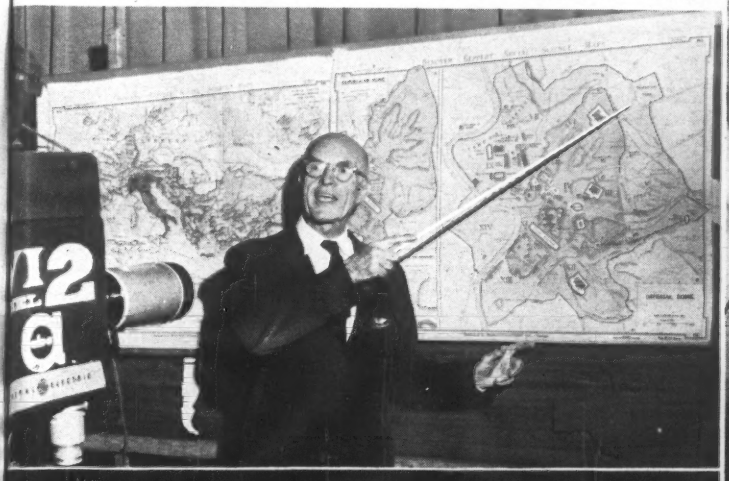
Duluth-Superior-BIGGER than you think-and only **KDAL** delivers it all!

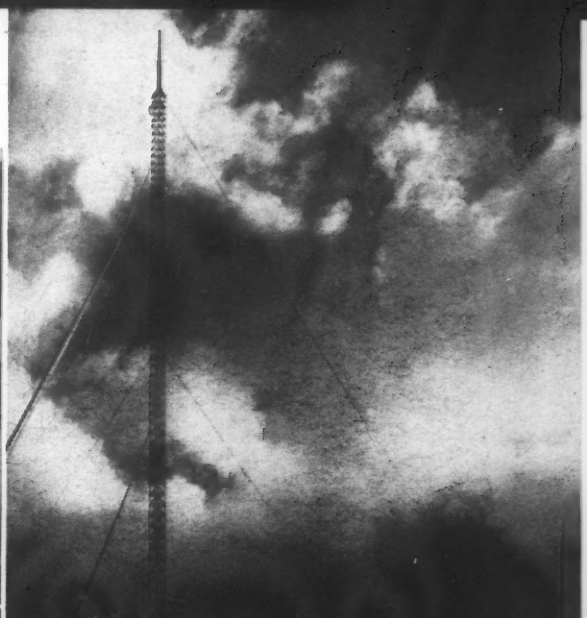
KDAL—CBS RADIO-TELEVISION/3—AN AFFILIATE OF WGN, INC.—REPRESENTED BY EDWARD PETRY & CO., INC.

*Sales Management population estimates, January 1, 1961.

"COMMUNITY CAMPUS"

. . . adult education for thousands of St. Louisans





The NEW Spirit of St. Louis

Every Saturday morning KTVI becomes a mammoth classroom as thousands of Missouri and Illinois residents within a 50-mile radius of St. Louis tune to the adult education program, "Community Campus", now in its fourth consecutive year. KTVI's emphasis on public affairs programming that *builds* and *holds* viewer audience instead of just "filling time" is another reason why . . .

IN ST. LOUIS THE QUALITY BUY IS KTVI

Represented nationally by BLAIR-TV

KTVI 2a abc

CHANNEL ST. LOUIS

KRLD-TV
KRLD-TV
KRLD-TV
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KRLD-TV

CAPTIVATE

cap′ti·vate (kăp′ tĭ·vāt′), v.t. To enthrall by excellence or beauty; enchant; charm.

Thank you, Mr. Webster. Apparently viewers in the Dallas-Fort Worth market are enthralled and enchanted — **CAPTIVATED** — KRLD-TV, because the October ARB shows again that Channel 4 is far ahead of all other stations in the market in share of audience and average homes reached per quarter-hour, 9 a.m. to midnight — Monday through Sunday.

Another addition to the constantly growing list of reasons why your ad dollar always goes further with KRLD-TV.

See your Advertising Time Sales representative; he will be happy to tailor a schedule to your particular needs.

Reach the Dallas-Fort Worth Market EFFECTIVELY with Channel 4

KRLD-TV

REPRESENTED NATIONALLY BY ADVERTISING TIME SALES — FORMERLY THE BRANHAM COMPANY

THE DALLAS TIMES HERALD STATIONS

CBS

Channel 4, Dallas-Fort Worth

Clyde W. Rembert
President

MAXIMUM POWER TV-Twin to KRLD radio 1080, CBS outlet with 50,000 watts.

CLOSED CIRCUIT®

Ready to resist

If NBC tries to reduce television affiliate compensation, as Bob Sarnoff last week hinted it might (story page 52), it can expect strong resistance. After Mr. Sarnoff raised subject in his speech at affiliates convention in Beverly Hills, members of NBC-TV affiliates board informally agreed to hire special legal and economic counsel if network came up with formal proposal. Meeting of NBC executives and affiliates board is scheduled for next February. Stations think compensation plan may be submitted then.

Coincidence

Contrary to appearances, those strong speeches against government program control that were made same day last week by Frank Stanton, CBS president, and Robert Sarnoff, NBC chairman (story page 56), were not planned as beginning of organized industry campaign. It was pure happenstance that dates and subjects coincided, according to network spokesmen.

Dr. Stanton's invitation to make Benjamin Franklin Lecture at U. of Pennsylvania was sent to him last April 21 and Dec. 7 date was specified. He accepted April 24. He decided month or so ago to use forum for detailed discussion of threats of government control. Meanwhile Mr. Sarnoff elected to speak on same subject in affiliates convention speech. Neither knew what other intended to say.

Will JFK debate in 1964?

Will President Kennedy really debate his Republican opponent in 1964? Although JFK has said on at least two occasions that he would, highly placed observers express extreme doubt. One official thought that when time comes there would be reasons incumbent would not deem it advisable or expedient to give his opponent, whomever he might be, exposure on same platform.

Satellite battle lines

Bruising battle over who should own proposed U.S. communications satellite system is shaping up for next session of congress. Bill to be introduced by Sen. Robert S. Kerr (D-Okla.) providing for private ownership by international common carriers will be fought by Senate liberals, who regard it as "worse" than plan submitted to FCC by international common carriers themselves.

Administration proposal, which reportedly would take FCC out of space communications planning role, has already drawn opposition of Rep. William L. Springer (R-Ill.), second-ranking Republican on House Commerce Committee. And staff of Sen. Russell B. Long is consulting with White House members on bill which, in present form, provides for "public-private" ownership and would, therefore, draw opposition of those favoring traditional free-enterprise approach. Where does all this leave FCC carrier committee's plan? Completely out of the picture, according to most Capitol Hill observers.

All the details

Due for early FCC decision is proposed rulemaking that would require licensees to file much more detailed final reports than now. New rule, pending for over year (BROADCASTING, Nov. 7, 1960), seeks information on broadcast as well as non-broadcast revenue of licensees and their principals. Staff has been asked to expedite FCC consideration. Best guess is new rule will be adopted despite united opposition of industry (BROADCASTING, Feb. 6).

Reasoning of some commissioners is that FCC must have complete station finances, including salaries and expenses, because there is definite tie-in with current staff study of competition in am broadcasting (CLOSED CIRCUIT, *Nov.* 13). *Stations claim "economic injury" but dislike telling details to commission, it was pointed out.*

Newt censored?

Is FCC Chairman Newton N. Minow under orders to pipe down? Provocative chairman hasn't sounded off against broadcast programming since his comparatively mild comments Sept. 29 before Radio & Television News Directors Assn. in Washington when he suggested newsmen consider possibilities of full-scale news broadcasts during prime evening time. Prior to that he had been in news consistently, blasting away at programming. His own colleagues at FCC, as well as broadcaster observers, wonder whether he had been admonished to slow down as part of New Frontier's effort to dispel anti-business talk ascribed to administration?

Terry San Diego supervisor

Look for Hugh Terry, president and general manager of Time-Life owned KLZ-AM-TV Denver, to be given additional executive responsibilities when Time-Life purchase of KOGO-AM-FM-TV San Diego goes through (CLOSED CIRCUIT, Dec. 4). Once San Diego properties are acquired, they'll come under Mr. Terry's supervision. Sale papers will probably be signed in week or so.

Chilly on N St.

NAB hasn't fanned up any enthusiasm at its Washington headquarters for new membership idea offered by Jack Williams for Georgia Assn. of Broadcasters—blanketing of all state association members into national group. Idea is to boost NAB's percentage of station membership to aid appearances at legislative hearings. Association says by-laws prohibit blanket plan.

Miracle in the Hudson

Engineering crewmen putting out test signals from FCC's Empire State Bldg. uhf transmitter had their tempers and technical skill challenged by radiophone message from viewer who claimed he had picked up uhf transmission inside Hudson tunnel with battery-powered Sony receiver.

Sign of times

Unpublicized yearend overhaul is taking place at NAB's Washington headquarters. President LeRoy Collins is juggling staff officers around building to provide space for enlarged code authority under Robert D. Swezey. Audio tape studio is being installed to keep pace with new stepped-up use of on-the-air promotion by radio stations. There's no indication replacement will be found for Richard A. Allerton, research manager, who resigned in policy disagreement.

Who gets Conelrad?

Behind scenes struggle is going on at Dept. of Defense on who gets supervision of Conelrad. Up to now, system has come under manpower chief Carlisle P. Runge, assistant secretary of defense. With appointment of Steuart L. Pittman as civil defense chief, also as assistant secretary, feeling is that Conelrad belongs in his shop. Complicating debate is fact Joint Chiefs of Staff is studying need for Conelrad as requested by National Industry Advisory Committee last summer. No final decision on that matter has been made yet, either. Militarily, Conelrad is Air Force responsibility.

Published every Monday, 53rd issue (Yearbook Number) published in September, by BROADCASTING PUBLICATIONS INC., 1735 DeSales St., N. W., Washington 6, D. C. Second-class postage paid at Washington, D. C., and additional offices.

ASK DETROIT TV TIME BUYERS
THEY'RE ON THE SCENE...
THEY KNOW

THE NO.1 BUY IN DETROIT IS

NATIONAL REPRESENTATIVE: STORER TELEVISION SALES, INC.

WEEK IN BRIEF

Christmas time is here again, and so is a deluge of national tv spot business—better even than a year ago, it appears. Special survey shows scarcity of one-minute availabilities at good hours. See lead story . . .

TRAFFIC JAM IN TV SPOTS . . . 35

Incidentally, it's also a good spot tv year despite some rather shaky intervals. Better business climate and more confident planning by advertisers are factors. And it appears 1962 is likely to start off nicely. See . . .

A BETTER YEAR FOR SPOT TV . . . 35

Pearl Harbor Day will live in network history as the day two top officials—Frank Stanton (CBS) and Robert W. Sarnoff (NBC) took firm stands against federal efforts to control tv programming. See . . .

TV BEGINS TO FIGHT BACK . . . 56

This program control thing is rough, but basic economic issues also are harrassing tv networks. They're concerned because network profits are dropping, affiliates are increasing. An analysis of the problem. See . . .

NETS SEEK PROFIT EQUALIZER . . . 52

And once more Procter & Gamble leads the spot tv field, according to analysis of third quarter billings, with total of $13.7 million. Lever Brothers ranks second, followed by General Foods and Colgate. See . . .

P&G TOPS SPOT TV FIELD . . . 36

Radio's troubles are many, but NBC Chairman Sarnoff reminded affiliates at 35th anniversary fete in Hollywood that radio never lost its audience, adding NBC has concentrated on "the things that radio does best." . . .

RADIO NEVER LOST AUDIENCE . . . 64

What's on today? Plenty—four tv and nine radio programs in the average home. This tune-in supply in the American home is based on an analysis by Nielsen. Less than 1% of counties have only one tv signal. See . . .

RADIO-TV IN AVERAGE HOME . . . 70

Television's hopes for the future rest in an all-uhf system based on color, according to Dr. Jerome B. Wiesner, science advisor to the President. But there's a lot of basic research needed in meantime, he says. See . . .

WIESNER LIKES ALL-UHF IDEA . . . 78

To option or not to option? That's the question the FCC took up last week as witnesses argued merits of network option time. Networks contend the practice assures better programs; opponents claim freezeout. See . . .

OPTION TIME, PRO AND CON . . . 74

Radio stations accepting time-barter campaigns at rates as low as 10 cents on the dollar are hurting entire industry, some station representatives say. Al Petker tells how campaigns of this type are handled. See . . .

REPS RAKE RADIO DEALS . . . 40

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BROADCASTING

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday, 53rd issue (Yearbook Number) published in September by BROADCASTING PUBLICATIONS INC. Second-class postage paid at Washington, D. C.

Subscription prices: Annual subscription for 52 weekly issues $7.00. Annual subscription including Yearbook Number $11.00. Add $2.00 per year for Canada and $4.00 for all other countries. Subscriber's occupation required. Regular issues 35 cents per copy. Yearbook Number $4.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales St., N.W., Washington, 6, D. C. On changes, please include both old and new addresses plus address label from front of magazine.

a gain

again

ABC-TV gains a new affiliate... and again, the affiliate walks off with the audience.

On Sept. 1st, WBRC-TV in Birmingham, Ala., became the exclusive home for ABC programs in this two-channel market. Programmed against it on the other channel is, as previously announced, "the best of Nets Y and Z."

A nice clean case for the inevitable comparison, right?

Right. Here it is, courtesy of Nielsen,* for the four weeks ending Nov. 5th.

WBRC-TV was first 70% of the half-hours. WBRC-TV took 5 out of the 7 nights. WBRC-TV had 13 out of the top 20 shows. WBRC-TV delivered 29% more total homes, per average quarter-hour.

Actually, it was predictable.

Again and again spectacular gains have followed affiliate switches to ABC-TV. In Portland, Ore. In Seattle-Tacoma. In Boston, Cincinnati, Salt Lake City, Milwaukee. After *their* switches, shares of evening audiences have jumped as much as 52%.

Where will it happen next?

ABC Television

*Source: Nielsen Station Index for the four weeks ending November 5, 1961, 6:30 to 10 PM, Monday thru Sunday.

Stanton, Sarnoff draw Collins praise

Last Thursday's speeches against government control by CBS President Frank Stanton and NBC Chairman Robert Sarnoff (story page 56) aroused this reaction next day from LeRoy Collins, NAB president:

Gov. Collins was effusive in praise of Mr. Sarnoff who, he said, "has given one of the most responsible and enlightened commentaries I have yet seen on (1) the responsibility of broadcasters to provide an ever-increasing quality of public service and (2) the recognition by conscientious broadcasters that this is the surest defense against any improper governmental intervention in the freedom of broadcasting."

Parts of Mr. Sarnoff's speech, calling for broadcasters to be worthy of freedom and saying that "the price of all freedom is responsibility," were singled out for compliment by Gov. Collins. "No finer statement and course of conduct for broadcasting could be found," Gov. Collins said.

Of Dr. Stanton's speech, Gov. Collins said: "Dr. Stanton in his Philadelphia address made the very sound observation that governmental control of broadcast programming is no way to improve programming, and in this every thoughtful American will concur."

Eichmann trial summary in most top tv markets

Tv stations in virtually all top-40 markets are taking half-hour tape summary of Adolf Eichmann trial, prepared by Capital Cities Broadcasting Corp. with newsman Lowell Thomas, Capital Cities stockholder, doing narration.

With Eichmann verdict due this week, most stations reportedly are scheduling tape in prime time tonight (Monday). It was offered on first-come basis, for cost of prints. Capital Cities handled all tv coverage of trial on non-profit basis. Despite earlier reports that it was losing money on deal, company expects to have modest surplus which it will turn over to Israeli government.

ABC-TV buys 'Wyman' shows

ABC-TV has acquired 156 half-hour episodes of *Jane Wyman's Fireside Theatre* from MCA. Show seen on NBC-TV in 1955-57, will be scheduled on ABC-TV as daytime strip, Mon.-Fri., 2-2:30 p.m., starting Jan. 2, network is announcing today (Dec. 11). Series will replace *Number, Please*, reportedly going off network at that time.

Day by day in every way

FCC Chairman Newton N. Minow borrowed some 19th Century lines—but apparently without forgetting some 1961 lines of his own—in wiring congratulations on NBC's 35th anniversary to NBC Chairman Robert W. Sarnoff last Thursday. If he was plugging his "up-from-the-wasteland" concept, at least he phrased it graciously. Mr. Minow's wire: "Congratulations from one 35-year-old to another. Let me borrow a line from Browning: 'Grow old along with me, The best is yet to be.'"

Bates announces plans for West Germany, Italy

Ted Bates & Co., New York, which last week announced international association with Agence Francaise de Propagande, Paris, (AT DEADLINE, Dec. 4) will expend into West Germany and Italy, Rosser Reeves, board chairman, said Friday (Dec. 8). Mr. Reeves, who has just returned from Paris where papers were signed, said Bates' increased interest in international planning is based on growth of Europe's Common Market. More than 80% of Bates' domestic billing is in radio-tv. Bates' other international associations are with English and Canadian firms.

FCC space authority backed by Springer

Rep. William L. Springer (R-Ill.) has announced he will oppose any proposal to remove FCC from role in planning space communications organization.

Rep. Springer made statement after reading published report that administration plans to do this in legislation it will recommend to Congress next session.

He said commission was organized to regulate communications, "domestic and international, including space." And it's only governmental agency qualified by experience to conduct space communications program, he said.

Administration proposal, not yet approved by President Kennedy, would open ownership of space communications system to wide variety of American and foreign interests. Plan is being offered to President as alternative to proposal submitted to FCC by its *ad hoc* committee of international common carriers. That plan would limit ownership to such companies.

ABC loan to CFTO-TV said being discussed

CFTO-TV Toronto, Ont., affiliate of evening *Toronto Telegram*, and American Broadcasting Co. reportedly are near agreement whereby ABC will lend CFTO-TV $2.5 million and take hand in its management. Right of station's directors and shareholders to sell some of their stock to ABC was turned down recently by Board of Broadcast Governors at Ottawa.

Donald Coyle, vice-president in charge of ABC's international operations, has spent considerable time in Toronto recently looking over CFTO-TV establishment. James Hagerty, ABC news and public affairs vice-president, and executives of number of ABC affiliated stations have also been in Toronto in recent weeks in connection with proposed financial and management move, which would give ABC representative on CFTO-TV board.

Business briefly...

Procter & Gamble Co., Cincinnati, has introduced two new products, Pampers (disposable diapers) and Pert (shampoo), and assigned them to Benton & Bowles, New York, and Grey Adv., New York, respectively. Pampers, P&G said, is available in Peoria; Pert in Denver and Nashville. P&G only week before shuffled two product assignments (Tide from B&G to Compton and Premium Duz from Compton to Grey).

Chock Full o' Nuts Corp., New York, will sponsor two shows, broadcast simultaneously on 26 stations of each of two networks—CBS-TV and NBC-TV—on New Year's Eve (11:15 p.m.-12:15 a.m. EST). Buy covers total of 52 tv stations in 17 states. Agency: Peerless Adv. Inc., New York.

Peter Paul Inc., Naugatuck, Conn., which began eight-week spot tv campaign last month to introduce its new Chiffon candy bar, has announced it will increase product's budget and expand into more eastern markets in

more AT DEADLINE page 10

WEEK'S HEADLINERS

James P. Sweeney, vp and member of board of directors, Henri, Hurst & McDonald, Chicago, joins Campbell-Mithun, that city, as vp and account supervisor on recently acquired Admiral account. He headed Admiral group at HHM for past two and one-half years after serving earlier for two years as account executive on Admiral Electronics Div. Previously, Mr. Sweeney was account executive and vp in charge of radio-tv at Gourfain-Cobb & Assoc.

Don Menchel, manager of buying division of Tv Stations Inc., New York, elected vp of company by board of directors. Mr. Menchel, who has been with Tv Stations Inc. for five years and previously was with ABC Films, continues as manager of buying but, in addition becomes chief administrative assistant to Herb Jacobs, president. Tv Stations Inc. is owned by tv stations in more than 100 markets and serves as their film program buying consultant.

For other personnel changes of the week see FATES & FORTUNES

February. Number of additional markets has not yet been determined. At same time, company announced it had renewed sponsorship of ABC-TV's *Ozzie & Harriet* (7:30-8 p.m. EST, Thursdays).

O'Cedar Division of American-Marietta Co., Chicago, and **Fels & Co.,** Philadelphia, have placed orders for daytime segments on NBC-TV. O'Cedar already is heavy daytime user; Fels is using network tv for first time. Turner Adv., Chicago is O'Cedar's agency; Richard K. Manoff, New York, handles Fels.

Networks neck and neck

It would appear it's nip and tuck in ratings among three tv networks, if full-week (ending Dec. 3) reports are averaged. According to analysis released by ABC-TV: Mon.-Sun., 7:30-11 p.m., period for that week based on Nielsen multi-market report, reveals ABC-TV has average rating of 18.1, CBS-TV has 18.1 and NBC-TV has 18.5.

Clyne plans return

Reports that C. Terence Clyne, formerly top tv executive at McCann-Erickson, plans to return to agency business and has been negotiating to join Maxon Inc., were confirmed Friday. He's said to be scheduled for top management post at Maxon in close association with Louis Maxon, president of agency, which has offices in Detroit and New York.

Mr. Clyne resigned last summer (BROADCASTING, July 17) as chairman of McCann-Erickson Productions, tv-radio division of Inter-public Inc., and as vice chairman of McCann-Erickson.

Details of his pending association with Maxon are not yet worked out.

Rep. Thompson charges tv is 'callous, greedy'

Rep. Frank Thompson (D-N.J.), chairman of House Select Subcommittee on Education, accused television industry Friday of callousness and greed. Tv is "more interested in selling razor blades" than in program quality, he said.

Rep. Thompson made remark during hearing held by his subcommittee in San Francisco on economic condition of performing artists.

He said television companies should record "the great orchestras" and make programs available to small communities that now lack good music. He said he would discuss matter with FCC Chairman Newton N. Minow.

But Rep. Thompson's plan did not win support of union official. Paul Rosen, representing local of American Federation of Musicians, said, live orchestras would be better for small communities than televised programs beamed to them.

Earlier, Phil Fisher, AFM official, restated union's request for protection against imported musical sound tracks that are used in television and movies.

Court backs FCC denial in am interference case

FCC was upheld Friday in denying application for new am radio station where more than 10% of population in proposed service area would receive interference from another station. U. S. Appeals Court in Washington said FCC was correct when it turned down application by Guinan Realty Co. for new standard station in Mount Carmel, Pa., because 22% of population in projected coverage area would be subject to interference from WFBR Baltimore, Md., on 1300 kc.

New program hearing date

Requests by three tv networks for two-week postponement of program hearings (see page 83) were granted by FCC Friday (Dec. 8). *En banc* hearings now are scheduled to begin Jan. 23 instead of Jan. 9. Commission did not act on networks request for designation of order of their appearance.

Joseph W. Evans dies; Storer Programs manager

Joseph W. Evans, general manager, Storer Programs Inc., died Thursday (Dec. 7), after brief hospitalization with malignant tumor at base of spine. He joined Storer Broadcasting Co. in May 1958 as general sales manager of WVUE (TV) Philadelphia, and held similar position at WITI-TV Milwaukee, where he was also managing director. Prior to assuming post with Storer Programs Inc. on Aug. 1, 1961, he was managing director of WSPD-TV Toledo, Ohio.

WBRO asks new look at short-term license

WBRO Waynesboro, Ga., Friday asked FCC to reconsider short-term license renewal (15 months) agency handed station and to grant full three-year renewal (BROADCASTING, Nov. 13).

Station said promise-versus-performance shortcoming found by FCC was unfair because present licensee wasn't operating WBRO on two of seven composite-week days that commission considered. (It acquired station November 1959).

WBRO said it has attempted to learn and serve needs of community and is trying to fill educational, talk and discussion program categories. Station claimed talk category promise would have been fulfilled if free public service commercials WBRO broadcast had been used as subjects for talk program.

Services for Blair-Tv exec

Funeral services were scheduled Dec. 9 for John W. Davis, 46, vice president of Blair-Tv, Chicago, who died late Wednesday of operation earlier that day for brain aneurysm. He had been ill three weeks. Mr. Davis had been with Blair 16 years. He leaves wife Ellie and two children.

Looking ahead

Sign of well-advanced network planning for next season time period scheduling: ABC-TV Friday (Dec. 8) confirmed tentative placing of new series, *Going My Way*, starring Gene Kelly, in Monday 10-11 p.m. slot. *Ben Casey* now in that period would move up to 9 p.m. in place of *Surfside Six*, which would be rescheduled. New season's start is now more than 10 months away.

See where Des Moines is a "preferred city" for the 7th straight month in Sales Management's business activity forecast?

Yes, sir! And our campaign is going great on KRNT-TV, a most unusual station!

The preferred stations in this "preferred city" are KRNT Radio and TV, leaders in ratings, leaders in community service . . . leaders in the billing parade. Our share of local television business in this major 3-station market has always averaged nearly 80%; our local radio business has always been way ahead in a 6-station market.

Most folks don't realize this about Des Moines — we're 36th in the FCC list of markets according to appropriation of national spot TV revenue. The same sources prove that Iowa's capital and largest city is a good radio market, too.

You *know* you're right when you buy these most unusual stations, KRNT Radio and TV, the stations people believe in and depend upon. And you know you're buying at the same low rate as everyone else when you deal with these responsible stations.

Buy "the live ones"— KRNT Radio and TV, Cowles stations ably represented by The Katz Agency.

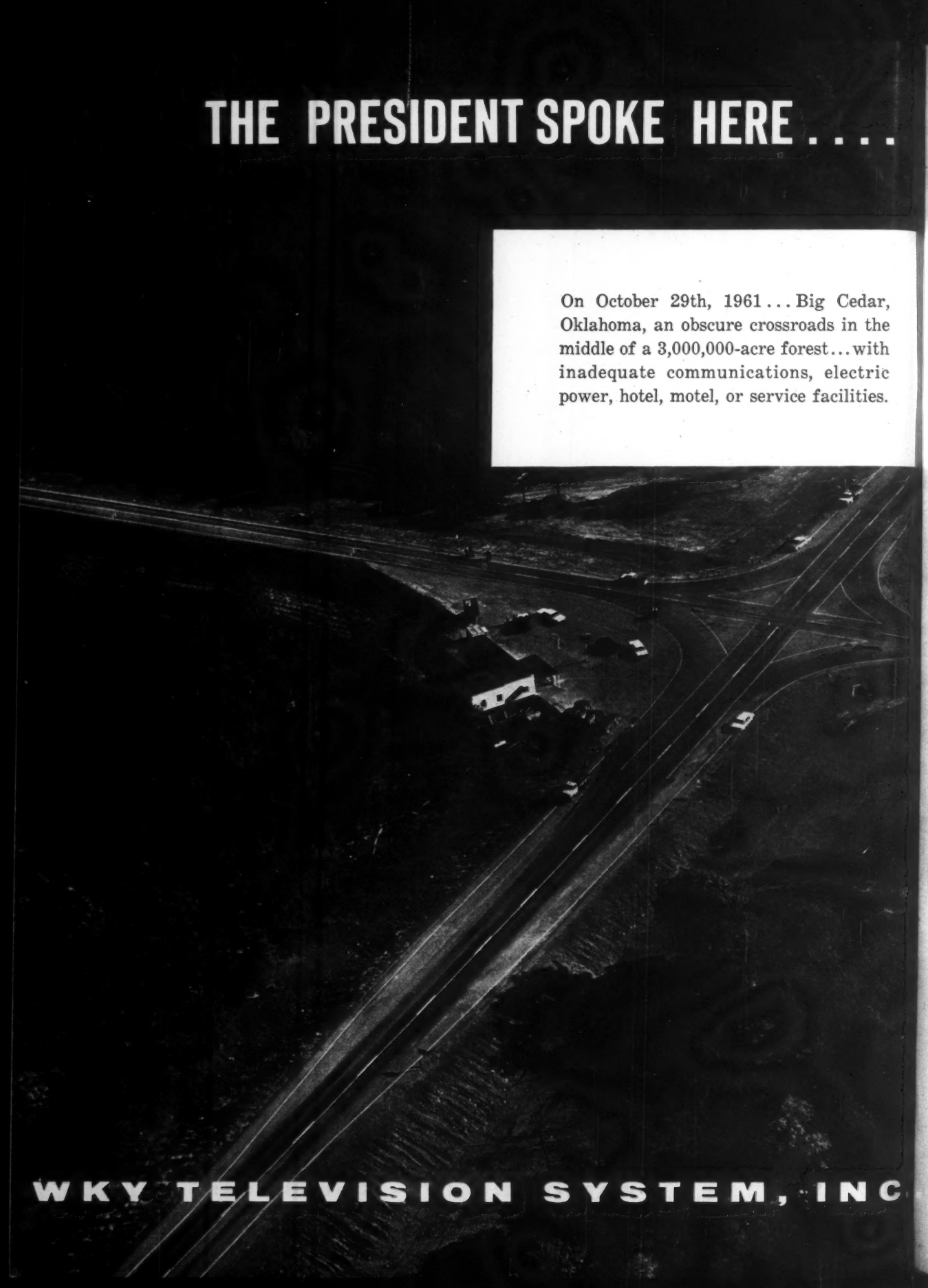
KRNT

RADIO AND TV — Des Moines

An operation of Cowles Magazines and Broadcasting, Inc.

THE PRESIDENT SPOKE HERE . . . .

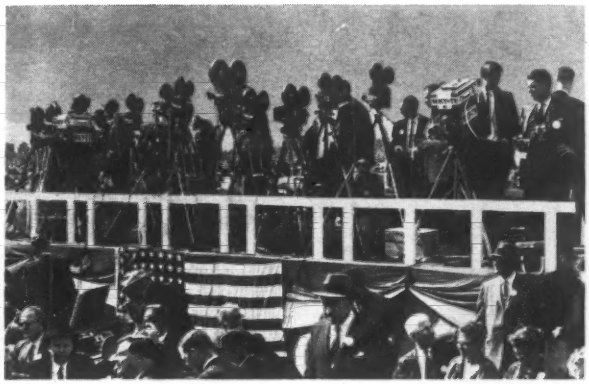
On October 29th, 1961 . . . Big Cedar, Oklahoma, an obscure crossroads in the middle of a 3,000,000-acre forest . . . with inadequate communications, electric power, hotel, motel, or service facilities.



WKY TELEVISION SYSTEM, INC

...AND WKY-TV TAPED THE CEREMONY WITH LIVE TV CAMERAS

the only Oklahoma tv station that did!



Friday, 2 P.M. WTVT, Tampa, Florida dispatched self-contained mobile tape unit on its 1300-mile non-stop trip. This is the same unit chosen to cover the Cape Canaveral Astronaut flight for CBS-TV.

Saturday, 2 P.M. WKY-TV mobile unit arrived at Big Cedar. Also WKY-TV news staff arrived to cover the event for UPI and NBC-TV.

Sunday, 2 A.M. WTVT mobile unit arrived at Big Cedar. Completed setting up facilities coordinating both mobile units.

Sunday, 9 A.M. WKY-TV airplane on watch 50 miles away (clear of the Presidential security air-space over Big Cedar) as a standby relay communications link between Big Cedar and Oklahoma City.

Sunday, 2:30 P.M. Presidential coverage completed without trouble.

Sunday, 2:50 P.M. Tapes rushed through mountains to Poteau airport, flown back to Oklahoma City in WKY-TV plane.

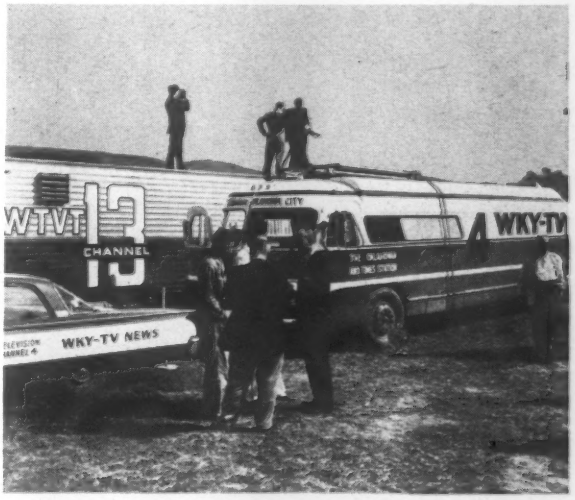
Sunday, 5:50 P.M. Tapes arrive at station.

Sunday, 6:00 P.M. Cancelled commercial program to telecast complete half-hour taped Presidential ceremonies.

Covering an appearance by the President of the United States is never an easy job. But when the appearance is scheduled in the middle of a forest served only by two roads, it gets about two steps beyond difficult, and a half-step short of impossible.

It took complete cooperation between the two stations in the WKY Television System . . . **WTVT**, Tampa, and **WKY-TV**, Oklahoma City.
We had the facilities . . . the personnel . . . and we felt it was in the public interest.

And even though the coverage was an "exclusive," we offered the telecast to all Oklahoma television stations for rebroadcast at no charge. This is in keeping with **WKY-TV's** and **WTVT's** long-established public service policies.



These two mobile units traveled a total of 3,000 miles to tape the President's 30-minute address. Given just 48 hours notice to set up the facilities, an 18-man crew put in a total of 500 man-hours to establish communications, power and TV facilities in the heart of the forest.

WKY-TV-Oklahoma City • **WTVT**-Tampa-St. Petersburg

Represented by the Katz Agency

DATEBOOK

A calendar of important meetings and events in the field of communications

*Indicates first or revised listing.

DECEMBER

Dec. 11—**NAB,** 1961-62 committee on editorializing, first meeting. NAB Headquarters, 1771 N St., Washington, D. C.

Dec. 11—Reply comments due on **FCC** rulemaking to make major changes in fm broadcast rules. (Rescheduled from Oct. 5).

*Dec. 12—**Academy of Television Arts and Sciences,** monthly membership meeting to be sponsored jointly by NBC-TV and Walt Disney Studios. "Color—and its general application to programming" is the general title of the session. Studio 3, NBC-TV, Burbank, Calif.

*Dec. 12—**Assn. of National Advertisers,** one-day workshop on "Merchandising to Selected Markets." Speakers include Arthur C. Nielsen, Jr., president, A. C. Nielsen Co., who will present the results of a special study of important regional differences in people and markets. Plaza Hotel, New York City.

Dec. 12—**American College of Radio Arts, Crafts and Science,** special banquet honoring Chicago radio stations and allied media fields. Grand prize and honorable mention winners will receive awards at the dinner. Conrad Hilton Hotel, Chicago.

Dec. 12—**Radio & Television Executives Society,** Time Buying and Selling Seminar, eighth session. "Working Together for Better Advertising." Instructors: Herbert Maneloveg, BBDO; Morris Kellner, The Katz Agency. CBS Radio Studios, 49 E. 52nd St., New York City. 5:30-7 p.m.

*Dec. 13—**Educational Film Library Assn.,** Eastern regional meeting, Carnegie International Center, New York.

*Dec. 13—**Radio & Television Executives Society,** roundtable luncheon. Forum discussion: Kenneth C. Shonberg, president, Central Media Bureau Inc.; John Palmer, president, Broadcast Clearing House, and George W. Schiele, sales vp, Broadcast Billing Co., all companies dedicated to eliminating "spot paper jungle" in time-buying-selling. William E. (Pete) Matthews, vp and director of media relations and planning, Young & Rubicam, moderates. Palm Terrace, 12:30 p.m., Hotel Roosevelt, New York City.

*Dec. 19—Philadelphia chapter, **American Women in Radio and Television,** dinner meeting and annual wassail party. Hotel Sheraton, Philadelphia.

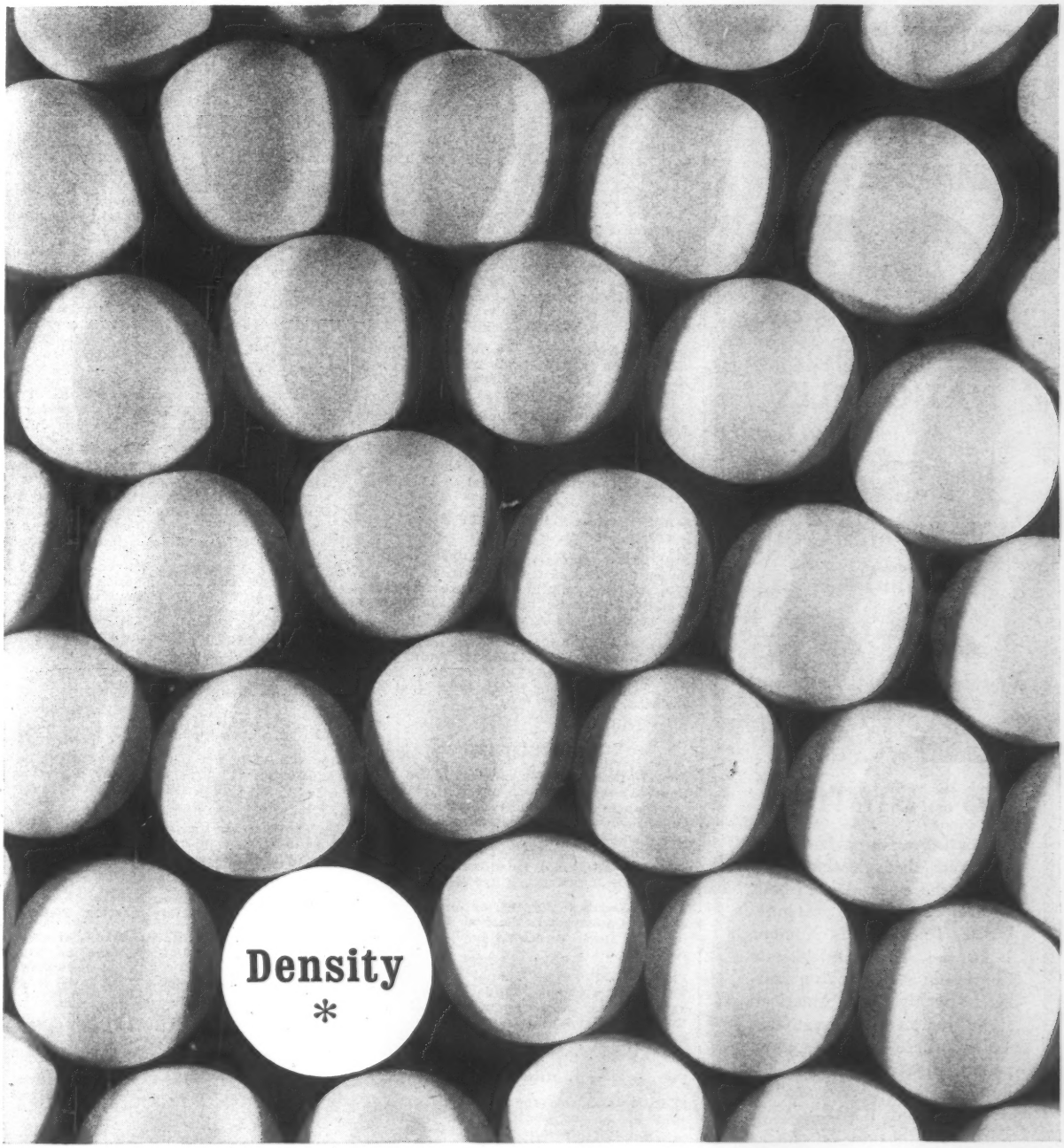
Dec. 27-30—**American Statistical Assn.,** 121st annual meeting. One session of the conference will be devoted to a panel discussion of the report submitted by the ASA's technical committee on broadcast ratings. This particular meeting is scheduled to begin at 2 p.m. on Wednesday, Dec. 27. Hotel Roosevelt, New York.

Dec. 27-29—**American Marketing Assn.,** annual winter conference. Theme is "The Social Responsibilities of Marketing." Biltmore Hotel, New York.

*Dec. 31—Deadline for submission of nominations for the **Alfred I. duPont Awards.** Three awards are given: one recognizing a large radio or television station for outstanding programming in the public interest; one honoring a small broadcast station for similar excellence; and one citing a radio and television commentator for care in gathering news in the public interest. Nominations and supporting documentation should be addressed the Curator, Alfred I. duPont Awards Foundation, Box 1158, Lexington, Va.

JANUARY 1962

Jan. 6-14—**International Television Festival** at Monte Carlo, sponsored by the govern-



Compact, close, crowded . . . Providence, most crowded television market in the country, where more homes, more people respond most to WJAR-TV. Market conscious advertisers know the WJAR-TV combination of dynamic showmanship and dominant coverage that delivers fresh sales impact from a "Must Buy" audience.

* ARB 1960 TV Homes

WJAR-TV
AFFILIATED WITH WJAR RADIO

NBC · ABC
Represented by
Edward Petry & Co. Inc.

THE
CHARLESTON-HUNTINGTON MARKET IS
27TH*
NATIONALLY
WSAZ TELEVISION IS THE
20TH*
NBC STATION

. . . in the country in homes delivered, through the week, around the clock. And in both Nielsen and ARB ratings, WSAZ Television is Number 1 in the 72-county, 4-state Charleston - Huntington market. This is the "American Ruhr" region of the great Ohio Valley, where over two million people in a half-million TV homes spend $4 *billion* dollars a year! And WSAZ - TELEVISION is the *only TV station* that covers these homes. See your Katz Agency man and find out why this newest Goodwill Station definitely belongs on your must-buy list.

**ARB March, 1961, Survey*

WSAZ TELEVISION
CHANNEL 3 CHARLESTON-HUNTINGTON
DIVISION: THE GOODWILL STATIONS, INC.
Represented by The Katz Agency

ment of Monaco.

Jan. 9—Final phase of **FCC** hearing on network tv programming practices and policies. Spokesmen for the three tv networks will testify before FCC *en banc*. Washington, D. C.

*Jan. 12—**North Carolina AP Broadcasters Assn.**, annual meeting. Carolina Inn, Chapel Hill, N. C.

Jan. 15-19—**American Management Assn.**, "Effective Advertising" course for management, held in New York for the first time. Hotel Astor, New York.

Jan. 17—Awards presentation of the **International Television Festival** at Monte Carlo. Gold Nymph awards will be presented for outstanding tv programs. The Opera House, Monte Carlo, Monaco.

Jan. 19—Educational Foundation, **American Women in Radio and Television,** board of trustees meeting. Savoy-Hilton Hotel, New York.

Jan. 19-21—**American Women in Radio and Television,** board of directors meeting. Savoy-Hilton Hotel, New York.

Jan. 19-21—**Advertising Assn. of the West,** annual conference. Hotel Californian, Fresno.

Jan. 21—**Iowa AP Radio & TV Assoc.** meeting. Des Moines.

Jan. 23-25—**Georgia Radio-Tv Institute,** under auspices of GAB and U. of Georgia, 17th annual program. Featured speakers include: Pierre Salinger, Clair McCollough, Sol Taishoff, and Ann Corrick.

*Jan. 29-Feb. 3—**NAB board committees** Jan. 29; Joint Board Jan. 30; Radio Board Jan. 31; Tv Board Feb. 1; Joint Boards Feb. 2. Far Horizons Hotel, Long Boat Key, Sarasota, Fla.

FEBRUARY 1962

Feb. 1—Deadlines for entries to the **Headliner Awards** contest, offering prizes for newspapers and radio-tv stations for excellence in news programming or preparation, and general public affairs service. Mail entries to Mall Dodson, executive secretary, National Headliners Club, Convention Hall, Atlantic City, N. J.

Feb. 1—Deadline for entries for the **American Tv Commercials Festival.** Contact Wallace A. Ross, director; 40 East 49th St., New York 17.

Feb. 2-3—**Minnesota School of Journalism,** Minnesota U., 15th annual radio-tv news short course, sponsored in association with the **Northwest Radio-Television News Assn.,** and the **Radio-Television News Directors Assn.** U. of Minnesota campus, Minneapolis.

Feb. 4-13—**Advertising Recognition Week.**

*Feb. 5—Deadline for comments on **FCC's** proposal to add additional vhf channel at below minimum mileage spacing to following cities: Baton Rouge, La. (Doc. 14233); Birmingham, Ala. (Doc. 14236); Charlotte, N. C. (Doc. 14238); Dayton, Ohio (Doc. 14234); Jacksonville, Fla. (Doc. 14235); Johnstown, Pa. (Doc. 14232); Knoxville, Tenn. (Doc. 14237); Oklahoma City, Okla. (Doc. 14231). (Rescheduled from Dec. 4).

Feb. 5—Deadline for comments on **FCC's** proposals to expand use of uhf band, including dual vhf-uhf operation, reserved pools of uhf channels for existing operating vhf stations, abolition of uhf allocation, relaxation of technical rules for uhf stations, uhf grants without a hearing, etc. (Doc. 14229). (Rescheduled from Dec. 4.)

Feb. 5—Deadline for comments on **FCC's** proposals to delete single vhf and substitute uhf channel to make community all-uhf in following cities: Binghamton, N. Y. (Doc. 14243); Champaign-Urbana, Ill. (Doc. 14244); Columbia, S. C. (Doc. 14245); Erie, Pa. (Doc. 14242); Hartford, Conn. (Doc. 14241); Madison, Wisc. (Doc. 14239); Montgomery, Ala. (Doc. 14246); Rockford, Ill. (Doc. 14240).

*Feb. 6—Advertising Committee of **U. S. Commerce Dept.** Department headquarters, Washington, D. C.

Feb. 7—**Advertising Federation of America,** mid-winter legislative conference. Participants include FCC Chairman Newton N. Minow, FTC Chairman Paul Rand Dixon and Secretary of Commerce Luther C. Hodges. Statler-Hilton Hotel, Washington, D. C.

Feb. 7-9—**National Winter Convention on Military Electronics.** Ambassador Hotel, Los Angeles.

Feb. 10—Awards Dinner, **Directors Guild of America.** Western awards: Beverly Hilton Hotel, Beverly Hills, Calif. Eastern awards: Waldorf-Astoria Hotel, New York City.

Feb. 13—Formal awards banquet of the **International Broadcasting Awards** contest. Hollywood Palladium, Hollywood, Calif.

Feb. 20- March 25—**Art Directors Club of Los Angeles,** 17th annual western exhibition of advertising and editorial art. Western advertisers, agencies, artists and producers have submitted examples of their work in commercials, titles, stills, or print. Los Angeles Museum of Science & Industry.

*Feb. 25—**Broadcast Pioneers,** New York chapter, second annual "Mike Award" dinner, honoring WGN Chicago. Latin Quarter, 5 p.m., New York City.

Feb. 28-March 1—**NAB,** seventh annual conference for presidents of state broadcasters' associations. Shoreham Hotel, Washington, D. C.

MARCH 1962

March 12-16—**American Management Assn.,** "Effective Advertising" course for management, in Chicago for the first time. La Salle Hotel, Chicago.

March 14-16—**Electronic Industries Assn.,** committee, section, division and board meeting. Statler-Hilton Hotel, Washington, D. C.

March 16—**Advertising Federation of America,** board of directors meeting. New York.

March 19-23—**Georgia Assn. of Broadcasters,** first annual regional meetings of broadcasters will be held at following five sites: Griffin, Albany, Baxley, Augusta, Canton.

March 22-24—**Advertising Federation of America,** fifth district meeting. Shawnee Hotel, Springfield, Ohio.

March 30-31—**Advertising Federation of America,** sixth district meeting. Detroit.

APRIL 1962

April 1-4—**National Assn. of Broadcasters,** annual convention. Conrad Hilton Hotel. Chicago.

April 6-7—Region 11 (southeastern) conference, **National Assn. of Educational Broadcasters.** U. of Georgia, Adult Center for Continuing Education, Athens.

April 9—**Academy of Motion Picture Arts & Sciences,** 34th Oscar awards ceremony at Civic Auditorium. Santa Monica, Calif.

April 25—**Assn. of Industrial Advertisers,** Eastern New England chapter and Hartford chapter, all-day marketing and advertising clinic. Hotel Somerset, Boston.

April 27-29—**Mississippi Broadcasters Assn.,** annual convention. Broadwater Beach Hotel, Biloxi, Miss.

April 30—**American Women in Radio and**

THE DAY
Alex Dreier nailed the muggers

BULLETIN—Chicago, March 12, 1961 . . . Warren Culbertson, WBKB weather forecaster is victim of brutal mugging and beating. He is hospitalized.

BULLETIN—Chicago, March 18, 1961 . . . WBKB's switchboard relays call to home of Alex Dreier, ace newscaster. "Miss X" says she has clue to crime.

BULLETIN—Chicago, March 18, 1961 . . . Dreier immediately alerts police and WBKB camera crew. He speeds to tavern for rendezvous with tipster. WBKB's cameras record scene.

BULLETIN—Chicago, March 18, 1961 . . . Dreier and police tour neighborhood taverns, trap suspect. He confesses . . . implicates his two roommates.

BULLETIN—Chicago, March 19, 1961 . . . Less than 24 hours later Dreier goes on air with filmed documentary of crime.*

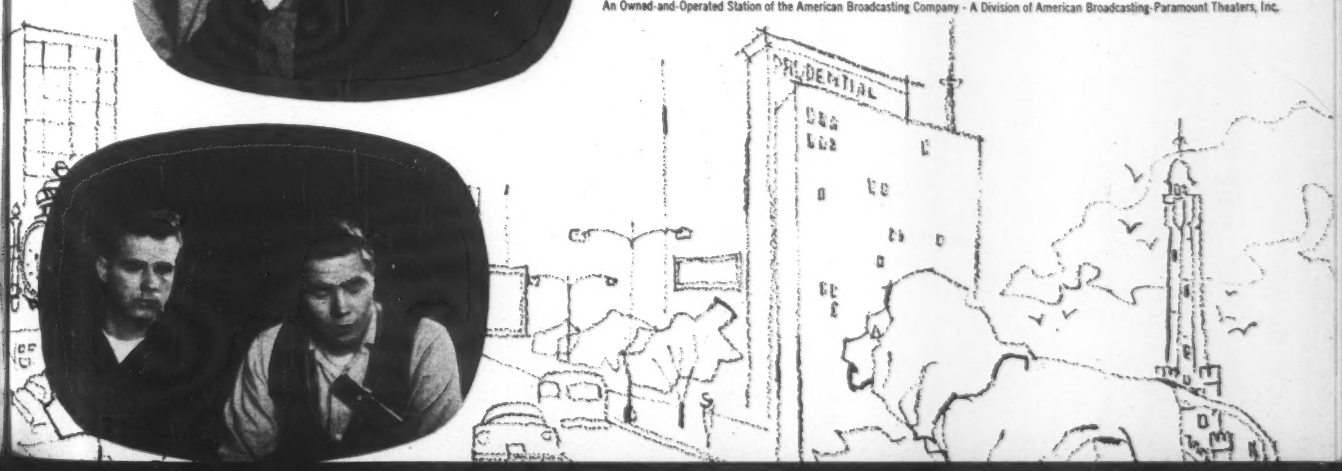
BULLETIN—Chicago, April 17, 1961 . . . Three muggers are sentenced to 1 to 10 year terms in Illinois State Penitentiary, Joliet, Illinois.

***This is the kind of television Chicago has come to expect of Channel 7's "Climate of Creativity." Are your clients taking full advantage of WBKB's "Climate of Creativity"?**

A GOOD CHICAGO HABIT

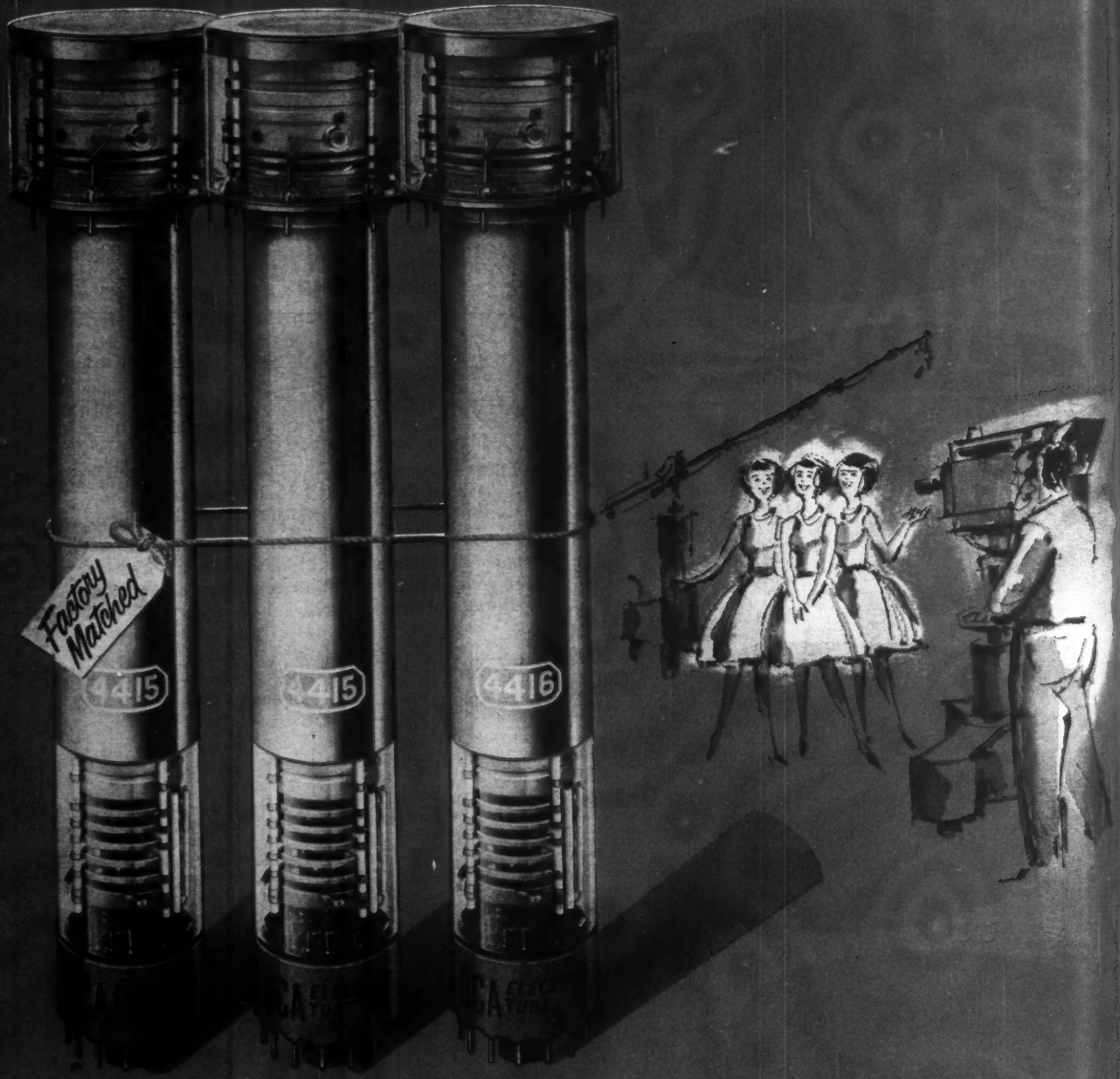
WBKB CHICAGO'S CHANNEL 7 abc *Americas most exciting network!*

An Owned-and-Operated Station of the American Broadcasting Company - A Division of American Broadcasting-Paramount Theaters, Inc.



NEW IMAGE ORTHICONS FROM RCA

Now...Studio Color Pickup at



Black-and-White Light Levels

Now, RCA cuts the studio lighting costs for color TV . . . with new RCA-4415 and 4416 Image Orthicons! These highly sensitive tubes permit studio color pick-up with standard black-and-white lighting. This eliminates high scene-lighting temperature, the need for extra air-conditioning facilities, and many of the other lighting costs formerly associated with indoor color pickup.

Supplied in Matched Sets of Three

These new precision Image Orthicons are supplied in sets of three—two 4415's for the red and green channels and one 4416 for the blue. Their closely matched characteristics assure uniform sensitivity and background over the entire scanned area. Matched sets equipped with deflecting yokes and focusing coils having precision construction and axial alignment with respect to each tube are recommended for color cameras utilizing simultaneous pickup. In such cameras, these tubes produce superior pictures in color receivers and high-resolution pictures with normal tone rendition in black-and-white receivers.

RCA Field-Mesh Construction

These new Image Orthicons offer all advantages of new RCA field-mesh construction which makes possible excellent registration of the three color images. Edge effects, such as exaggerated borders between high-contrast objects, are greatly reduced. "Beam-bending" from the charge pattern on the target is minimized and the over-all beam trajectory and corner focus are improved.

For full details on the new RCA Image Orthicons, check with your RCA Broadcast Tube Distributor.

The 4415 and 4416 are but two of RCA's broad family of image orthicons. Others include:

RCA-4401-V1:
For remote B&W pickup at extremely low light levels—down to 10 footcandles.

RCA-4401:
For low-light level color pickup—studio or outdoor. Available in sets of three having matched characteristics for maximum performance in color cameras.

RCA-7513:
Featuring special precision construction and new RCA field-mesh design for high-quality color or B&W TV.

RCA-7293-A:
A field-mesh image orthicon having an image section designed to prevent highlight ghosts. Field-mesh design to improve corner focus and prevent porthole effects. For B&W studio and outdoor pickup.

RCA-7295-A:
A 4½-inch diameter field-mesh image orthicon with high resolution and very high signal-to-noise ratio, designed for tape and B&W studio broadcast use.

RCA-7389-A:
A superior-quality field-mesh design 4½-inch image orthicon, with extremely high signal-to-noise ratio, for tape and exceptionally high-quality B&W studio pickup.

RCA-5820-A:
For studio and outdoor pickup in B&W. The "standard" of the industry.

Whatever your TV camera requirements, there's an RCA Image Orthicon designed to meet them.

RCA ELECTRON TUBE DIVISION

RCA

The Most Trusted Name in Television

Special Holiday Rates

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

ONE YEAR SUBSCRIPTION
52 WEEKLY ISSUES—$7.00
EACH ADDITIONAL GIFT—$6.00

Please send 52 issues of BROADCASTING as my gift to:

1 **$7.00**

name _____ title/position _____
company name _____
street & number _____
city _____ zone _____ state _____
Sign gift card _____
occupation required

2 **$13.00**

name _____ title/position _____
company name _____
street & number _____
city _____ zone _____ state _____
Sign gift card _____
occupation required

3 **$19.00**

name _____ title/position _____
company name _____
street & number _____
city _____ zone _____ state _____
Sign gift card _____
occupation required

4 **$25.00**

name _____ title/position _____
company name _____
street & number _____
city _____ zone _____ state _____
Sign gift card _____
occupation required

additional subscriptions may be listed separately at $5.00

all orders will be checked, in the event of duplication you will be notified immediately

☐ I enclose $ ☐ please bill

name _____
street & number _____
city _____ zone _____ state _____

MAIL TODAY!

● **BROADCASTING** Subscription Department • 1735 DeSales St., Washington 6, D. C.

Television, board of directors meeting. Sheraton-Chicago Hotel, Chicago.

MAY 1962

May 2-5—**Institute for Education by Radio-Television,** annual convention. Deshler-Hilton Hotel, Columbus, Ohio.

May 3-6, 1962—**American Women in Radio & Tv,** national convention. Sheraton-Chicago Hotel, Chicago.

May 4-5—**Kansas Assn. of Radio Broadcasters,** annual convention. Hays, Kansas.

May 9-12—**Western States Advertising Agencies Assn.,** 12th annual conference. Theme of this year's conference is: "Advertising Achievements- West." Oasis Hotel, Palm Springs, Calif.

May 10-12—**Advertising Federation of America,** fourth district meeting. Jacksonville, Fla.

May 15-16—**Council on Medical Television,** fourth annual meeting. Clinical Center, National Institute of Health, Bethesda, Md.

May 16-17—Annual Medical-Dental Tv Workshop, sponsored by the **National Naval Medical Center.** National Naval Medical Center, Bethesda, Md.

May 21-24—25th anniversary **Electronic Parts and Distributors Show and Conference.** Conrad Hilton Hotel, Chicago.

May 23-25—**Electronic Industries Assn.,** 38th annual convention, committee, section, division and board meeting, Pick-Congress Hotel, Chicago.

JUNE 1962

June 11-14—Industrial Advertising Exposition held in conjunction with the 40th annual **Conference of Assn. of Industrial Advertisers.** Royal York Hotel, Toronto, Ontario, Canada.

June 17-22, 1962—Annual convention of the **National Community Television Assn.** Shoreham Hotel, Washington, D. C.

June 23-27—**Advertising Federation of America,** 58th national convention, in conjunction this year with Advertising Assn. of the West. Denver-Hilton Hotel, Denver.

June 23—**Advertising Federation of America,** ninth district meeting. Denver.

June 29-30—**Texas AP Broadcasters Assn.,** 15th annual meeting. Hotel Texas, Fort Worth.

AUGUST 1962

Aug. 5-7—**Georgia Assn. of Broadcasters,** annual convention. Holiday Inn, Jekyll Island, Ga.

Aug. 21-24—**Western Electronics Show and Convention,** Los Angeles Memorial Sports Arena.

SEPTEMBER 1962

Sept. 11-13—**Electronic Industries Assn.,** committee, section, division and board meeting. Biltmore Hotel, New York.

Sept. 12-14—**Advertising Federation of America,** first district meeting, Cape Cod area.

Sept. 14—**Georgia Assn. of Broadcasters,** 2nd annual South-East Radio-Tv Seminar. Atlanta.

Sept. 20-22—**Advertising Federation of America,** tenth district meeting. Shreveport, La.

NOVEMBER 1962

Nov. 10-25—**World Economic Progress Assembly and Exposition** under international auspices. Special sectors devoted to radio and tv. McCormick Place, Chicago.

Nov. 27-29—**Electronic Industries Assn.,** committee, section, division and board meeting. Jack Tar Hotel, San Francisco.

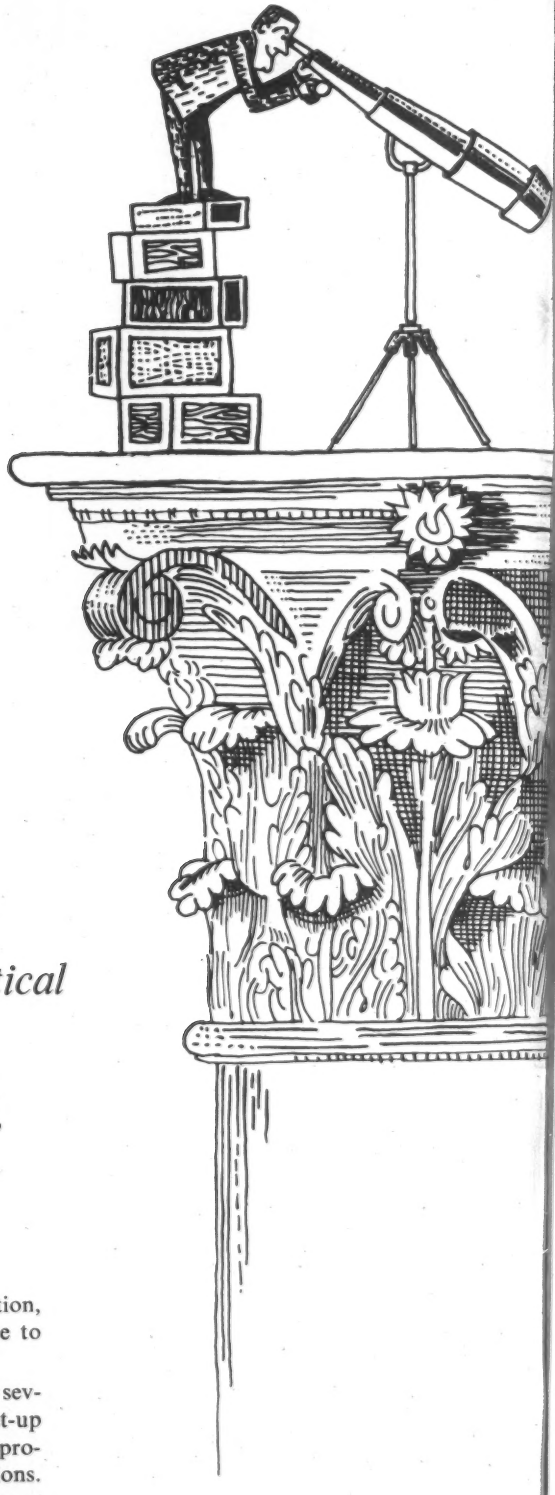
KRON is TV in SF

San Franciscans are sold on KRON-TV

KRON-TV
biggest station share, most homes reached
3-6 PM, MON.-FRI.
NSI, Aug.-Sept., 1961

· S.F. CHRONICLE · NBC AFFILIATE · CHANNEL 4 · PETERS, GRIFFIN, WOODWARD ·

SEAL OF GOOD PRACTICE



"People," *a practical man about Madison Avenue once remarked, "watch TV programs, not organizations."*

We have no basic quarrel with the quotation, but before it gets into Bartlett we'd like to make a point or two:

Corinthian, an organization of stations in several markets, believes that its group set-up provides impetus for the kind of local programming that ties communities to stations.

Indeed, people watch programs. Well-advised sponsors watch ownership.

Responsibility in Broadcasting

THE CORINTHIAN

KOTV
TULSA
KHOU-TV
HOUSTON
KXTV
SACRAMENTO
WANE-TV
FORT WAYNE
WISH-TV
INDIANAPOLIS
WANE-AM
FORT WAYNE
WISH-AM
INDIANAPOLIS

Represented by H-R

STATIONS

Respectee's respects

EDITOR: I have been on the road since your fine magazine devoted its "Respects" page to me [OUR RESPECTS, Nov. 20], and everywhere I have gone it has been like a readership survey because I have had many, many people, both agency and broadcasting types, tell me they have seen the article.

Naturally, I am pleased by this recognition and feel that [you] did a masterful job compiling the miscellaneous data and making an interesting story of it. . . .—*Lee Fondren, station manager and director of sales, KLZ Denver.*

Fm stereo is radio's future

EDITOR: KMUZ (FM) commenced fm stereophonic broadcasting on Oct. 29, on a 24-hour a day basis, 7 days a week. . . . I believe we are the only fm station broadcasting stereo 24 hours a day. . . . It is my belief that more than ever the future of radio is in fm and stereo.—*William H. Buckley, owner and manager, KMUZ (FM) Santa Barbara, Calif.*

Terms for local advertising

EDITOR: I enjoyed reading the opinions expressed by Margot Teleki [MONDAY MEMO, Dec. 4] regarding retail advertisers. . . . I agree with Miss Teleki's use of the term "retail" and its application, but prefer "product" or "general rate" to the term "national rate." The use of the terms "local" and "national" indicate point of origination for business, which should not be the criterion for determining the rate to be applied.

I also agree that it should be possible to buy a station "by the yard," and a station should determine the length of its yardstick and use this as a base for the establishment of multiple cards. . . .

The card(s) should be applied by account type, and not by the source of the business—agency placed or not.—*Wally Voight, general manager, Tobacco Radio Network, Raleigh, N. C.*

Money and standards

EDITOR: I have read your editorial [EDITORIALS, Nov. 27] and wish to take exception to some of the opinions you have expressed regarding the use of revised engineering standards to limit new am station grants so as to afford economic protection to existing stations.

I have had some first hand experience with the economic issue with my Auburn, N. Y., application a few years ago. Here, I was instrumental in establishing a second am station (over an economic protest). . . . The slightest change of engineering standards would have prevented this . . . station from ever obtaining a grant.

Furthermore, commission engineering standards traditionally have been for the exclusive purpose of establishing minimum standards for coverage and protection from electrical interference. . . . To tamper with these rules for the admitted reason of offering economic protection would leave the engineering standards . . . open to question—and rightly so. . . .

It seems to me that the logical solution (and the simplest) is to establish economic standards for new grants. These could very well be based upon ratios of stations per area population, and area gross retail sales.

Recent court decisions have clearly established the FCC's authority and obligation to consider the economic issue; it is no longer a matter of conjecture. The commission recognized this in the Auburn, N. Y., case. Now, the next step is clear—establish economic rules. . . .

I hardly believe that this will result in the much feared rate and programming controls. Let's face it, the commission has had the authority and obligation to consider the economic situation for some years. Now the most obvious thing to do is to establish clear and concise rules so that the economic situation may be handled in an orderly manner.—*Herbert P. Michels, president, Ron Electronics Corp., Livingston, N. J.*

[We'll stand pat. Mr. Michels misconstrues our position. To limit competition through economic considerations would be to invite public utility regulation and concomitant rate-fixing and profit limitations. The FCC 15 years ago downgraded engineering standards and opened the floodgates. The solution, we think, lies in promulgation of prudent engineering standards, with grandfather protection for existing stations.]

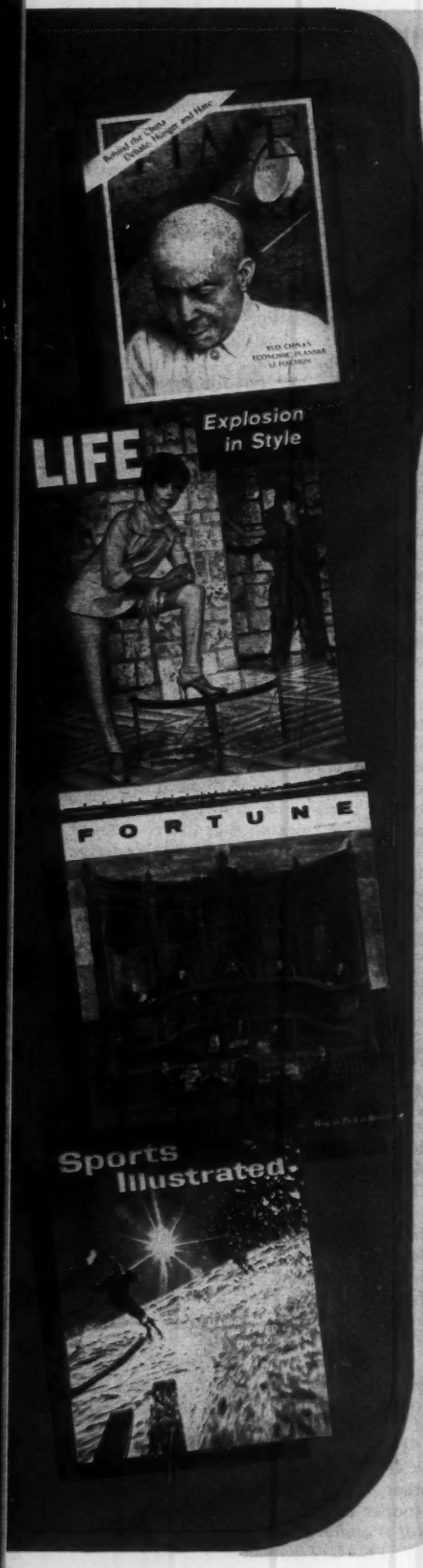
Mexican radio integrity

EDITOR: I find your article, "Prayer cloths raise question of possible fraud from Mexico" [GOVERNMENT, Nov. 27], quite distressing.

While I acknowledge that some of the conditions pointed out in the article do exist on some Mexican licensed stations, the story gives the impression that this is the case with all English language stations operating from Mexico. Such is not true! . . .

XEAU accepts no per inquiry advertising and closes its doors to any account whose advertising even smacks of fraudulent claims. . . .

I find it interesting to learn that the FCC will be monitoring XEAU, among other Mexican licensed stations. I hope Hooper calls while they're doing so.—*Bill Wood Jr., executive program director, XEAU Tijuana, B. C., Mex.*



The experi
back up a new

CAPSULE

A library of 100 one-minute background newsbriefs.

Concise, incisive word portraits of the movers and shapers of our times, and of the trends, topics, facts and fallacies your listeners will want. To be used at your programming convenience.

Topic A and Capsule are available for subscription on an exclusive basis in your market area.

BULLETIN

An invitational presentation of the Time-Life Broadcast News Service and the foreign and domestic news bureau operations of TIME Inc., will be held this afternoon (Monday, the 11th) in the Time & Life Building auditorium in New York.

In attendance will be station reps, ad agency executives, New York-based station group heads and the trade press. At 9 a.m. tomorrow, salesmen from Katz (representing the Time-Life stations) and RKO General will begin making calls on prospective buyers of TOPIC A.

The inclusion of other markets, subscribers to the Time-Life Broadcast News Service, will be welcomed.

news-gathering staffs of 4 great magazines and different kind of radio news service

News features that get to the meaning and the heart of the news. Six 5-minute feature programs per day, five days a week. They're subtitled "At Large," "Business," "Sport," "Hollywood," "Washington" and "Europe."

They're handled by experienced editor-broadcasters—RON COCHRAN, JOHN DAY, DICK McCUTCHEN, JIM McKAY, PETE MILLER, NICK THIMMESCH—under the supervision of Sig Mickelson.

They're backed by the 29 full-time newsbureaus of TIME Inc., as well as the 300 special correspondents around the world.

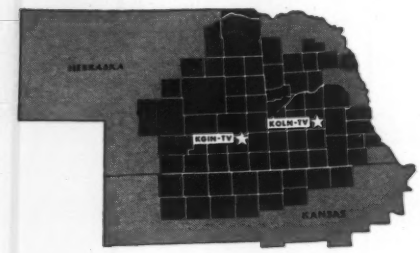
For further information and a detailed brochure on this

TIME-LIFE BROADCAST NEWS SERVICE

Address: Ole G. Morby, Time-Life Broadcast, Time & Life Building, Rockefeller Center, New York, Phone LL 6-3355

YOU'RE ONLY
HALF-COVERED
IN NEBRASKA

IF YOU DON'T USE
KOLN-TV/KGIN-TV!



...covering a bigger, better Lincoln-Land

In Nebraska's other big market there's no need to split your dollars three ways (as you must in the extreme East) to reach the viewers.

Here, two stations (KOLN-TV and satellite KGIN-TV) *combine* to deliver Lincoln-Land, the greatly expanded other big market in Nebraska. The map indicates the boundaries; the figures at left give you an idea what the area contains.

Avery-Knodel can give you the whole story on KOLN-TV/KGIN-TV — the Official Basic CBS Outlet for most of Nebraska and Northern Kansas.

VITAL STATISTICS OF THE NEW LINCOLN-LAND
(Sales Management, May 10, 1961)

Population	888,200
Total Homes	275,800
Effective Buying Income	$1,519,268,000
TV Homes	237,900
Retail Sales	$1,124,130,000

The Felzer Stations
WKZO-TV—GRAND RAPIDS-KALAMAZOO
WKZO RADIO—KALAMAZOO-BATTLE CREEK
WJEF RADIO—GRAND RAPIDS
WJEF-FM—GRAND RAPIDS-KALAMAZOO
WWTV—CADILLAC-TRAVERSE CITY
KOLN-TV—LINCOLN, NEBRASKA
KGIN-TV—GRAND ISLAND, NEBRASKA

The Felzer Stations
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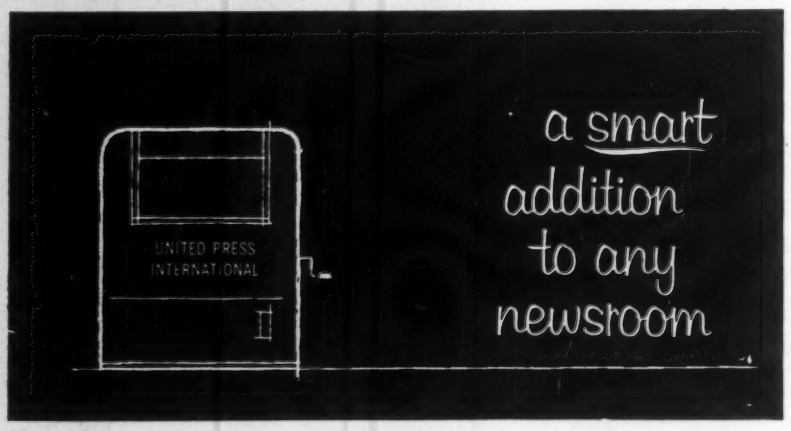
KOLN-TV—LINCOLN, NEBRASKA
KGIN-TV—GRAND ISLAND, NEBRASKA

KOLN-TV / KGIN-TV
CHANNEL 10 • 316,000 WATTS
1000 FT. TOWER
CHANNEL 11 • 316,000 WATTS
1069 FT. TOWER
COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET
Avery-Knodel, Inc., Exclusive National Representative



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BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales St., N.W., Washington 6, D. C. Telephone Metropolitan 8-1022.

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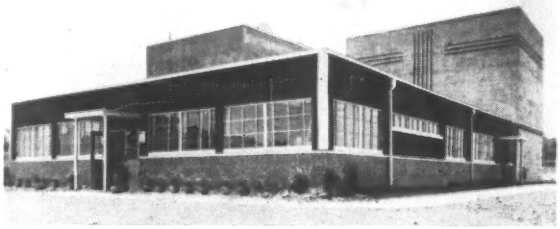
*Reg. U.S. Patent Office

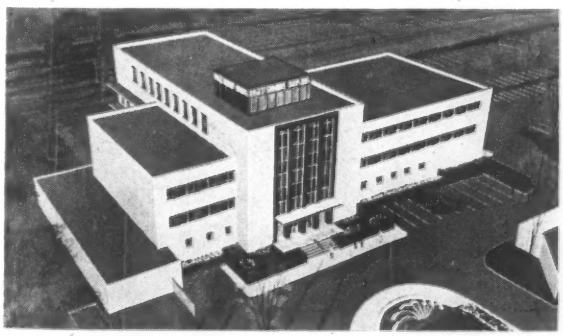
Copyright 1961: Broadcasting Publications Inc.

New WDBJ-TV Studios, among the largest and most modern in the entire South. Finest technical equipment — 316,000 watts e. r. p. — CBS affiliate.

WDBJ-TV BRINGS YOU THE NEWS ABOUT CRESCIVE WESTERN VIRGINIA!



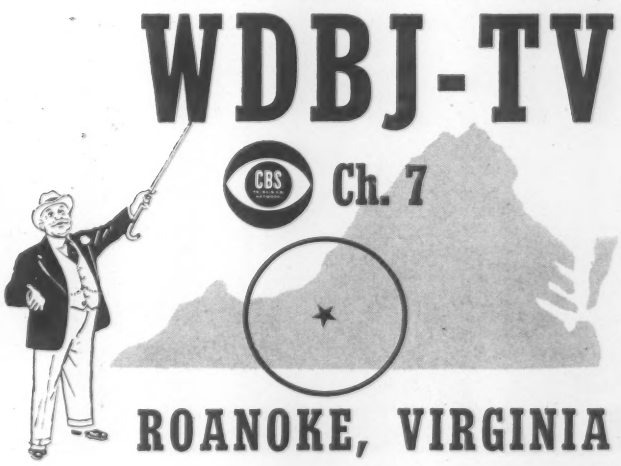
New Industries, like this Babcock and Wilcox plant in Lynchburg, are creating new prosperity in the WDBJ-TV coverage area.

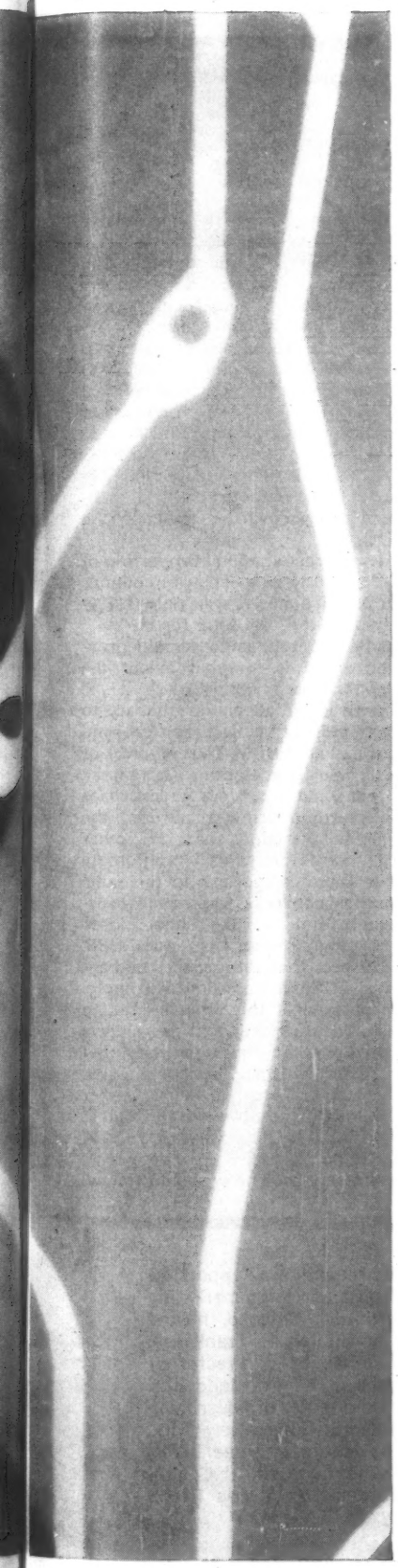


New Office Building of Bassett Furniture Industries at Bassett, Va. — largest manufacturers of wooden furniture in the world — is typical of the business expansion taking place in the area.

The growing, expanding Western Virginia market keeps making news with its added industrial expansion and increased business activity. Number one station in this area, WDBJ-TV, Roanoke, now can reach over 400,000 TV homes of Virginia, N. Carolina and W. Virginia — in counties with a population of nearly 2,000,000. As an integral part of your regular schedule or as an ideal test market, you're right to use Roanoke and WDBJ-TV.

Ask Your PGW Colonel For Current Availabilities





Not yet in people... a printed circuit

It's a miracle in predictability . . . the printed circuit. In a few squiggles of metallic ink, you can compress all the myriad impulses and responses of a modern radio or TV set . . . and be certain that message output equals message input to an electronic eyelash.

But there's no way to predict how the *animate* circuit in people sitting in front of that radio or TV set will react, respond, record or relay to any input message.

This job requires a very special kind of *human* alternating current . . . a private wave length of understanding . . . between you and someone attuned to your personality. That's *The Personal Approach*. A good way to open people's eyes, ears, minds, hearts, and pocketbooks, too.

McCANN-ERICKSON, INC. • THE PERSONAL APPROACH

MONDAY MEMO

from DR. JAYE S. NIEFELD, John W. Shaw Adv., Chicago

Tv, by any measurement, smells sweeter than newsprint

Finding fault with television is fashionable these days. The press, particularly, keeps us up to date on television's latest foibles. And now the FCC chairman, Newton Minow, has entered the fray by criticizing almost all tv programming and advertising.

Mr. Minow is quoted in the *Saturday Evening Post* of Nov. 11 as saying: "They [tv broadcasters] want to be treated like journalists, with freedom of the press. They ought to act like journalists. The fall schedule is unbelievable. Westerns, comedies, private eyes, and more of each. . . . I've been told that if you survey the *Chicago Sun-Times* to see what's the most popular feature in it, it's the comics, followed by advice to the lovelorn. That doesn't mean the *Sun-Times* turns the whole paper over to 'em. But television does."

Coming from the chairman of the FCC, that accusation carries a lot of weight. The press, naturally, is not reluctant to pick up the cry.

So far, however, there has been very little real evidence on the subject. The comments and criticisms have been mainly emotional or visceral, with no one—even Mr. Minow—attempting to justify his position in any reasoned way.

With this lack of data in mind, I have conducted a content analysis of the largest Chicago newspaper (*Chicago Tribune*) and the largest Chicago television station (CBS-owned WBBM-TV) for the week of Oct. 8-14. The study involved analyzing over 100,000 column inches of newspaper space and over 500,000 seconds of television time. The results should be an eye opener to Mr. Minow and a few others.

Television people, Mr. Minow says, "ought to act like journalists"; but how do journalists act? How much space, for example, do newspapers actually devote to news?

According to my study, the *Chicago Tribune* devotes to all general news of international, national and local events only 6% of its total weekly space. This figure does not include financial or sport news, but just straight news.

News: 6% vs. 9% ▪ News coverage in the amount of only 6% by the daily press makes the term newspaper sound a little like a misnomer. How much time does television give to straight news reporting—exclusive of weather and sports? WBBM-TV during the study week programmed 9% of its total time to general news. This means tv devotes 50% more of its potential to news reporting than does the press!

Television, according to Mr. Minow *et al.*, is guilty of the crassest kind of overcommercialization. Yet my research shows only about 14% of WBBM-TV's total time is devoted to commercials and this may indeed be too much. But how does it compare with newspapers?

Of the *Chicago Tribune's* total weekly space, the proportion devoted to advertising is 72%. That's 72% newspaper commercial to 14% tv commercial.

Untouchable ▪ This means that newspapers devote over five times as much of their potential to advertising as does tv. Moreover, despite the criticism of tv commercials and many of the products they advertise, much of the advertising carried by newspapers is for products that tv wouldn't or couldn't touch with a ten-foot pole.

What about the accusation that the fall schedule consists of almost nothing but "western, comedies, private eyes?" On WBBM-TV, all detective and crime shows together make up only 2% of the station's output, according to my research. All westerns throughout the week account for only 2% of the total output. Comedies of all kinds make up 9% of the total.

Now, 2% for programs depicting crime and violence (e.g., *Perry Mason*) doesn't seem much—particularly since newspapers devote over 1% of their total space to stories of sheer gratuitous violence: thefts, murders, rapes and muggings. This latter figures does not include press coverage of violence with political implications—such as race riots and the monthly burning of U. S. Information Centers abroad.

Lack of Variety ▪ The point is made also that there is a terrible sameness, if not monotony, about tv—particularly in the westerns and the police-action series. While this is undoubtedly true, the question might be asked about the repetitive content of such longtime favorites as "Little Orphan Annie."

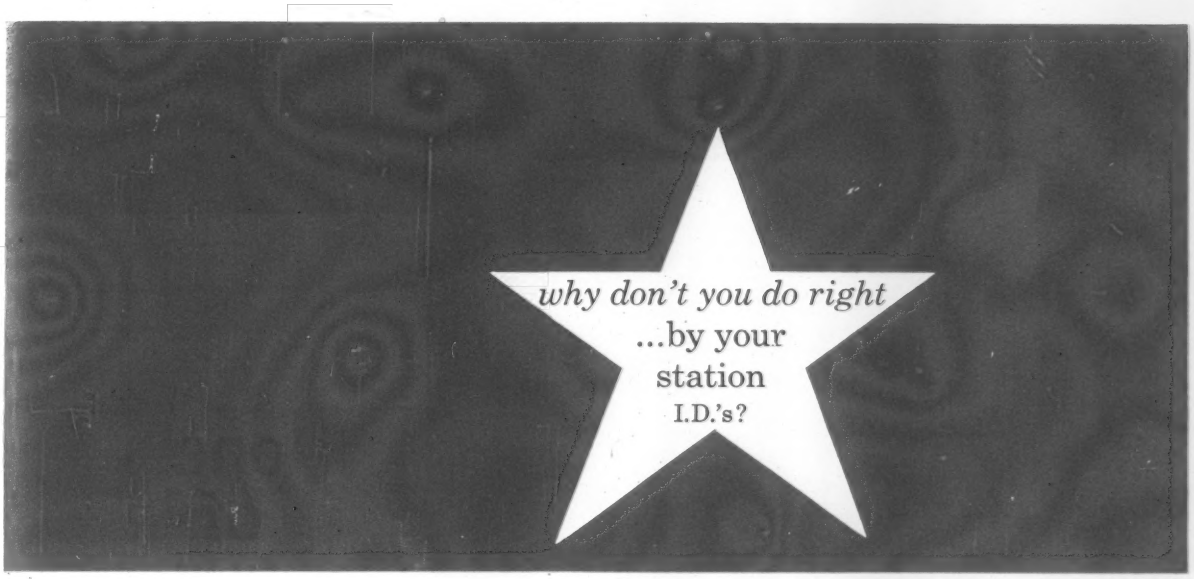
Another charge leveled against tv is the lack of programming devoted to examination in depth of current political and social problems. The proportion of total time devoted to this kind of material during an entire week was 3% of WBBM-TV. This figure includes documentary programs, political analyses and even editorial comments in a few instances.

In newspapers, the total proportion of space devoted to news analysis columns and editorial material was only 1%—or only a third of the total for tv.

Now, one question that should probably be asked is to what extent the *Chicago Tribune* is typical of the U. S. daily press in the allocation of space to various kinds of subject matter—and to what extent WBBM-TV is typical of all U. S. television stations. It is quite likely that some papers devote less space to violence and crime than does the *Tribune*, but certainly there are other papers that devote considerably more space to these categories. In the same way, other networks undoubtedly devote more time to the shoot-'em-up type of programming than does CBS. But I suspect that the general findings indicated in this pilot study will apply.

The purpose of this report is not to point an accusing finger at newspapers for not doing their jobs properly, but rather to show that, by comparison, television is not as bad as the newspaper editors—or Mr. Minow—seem to think. Television has a long way to go, but the direction taken by the newspapers is certainly not the one tv should follow.

Dr. Jaye S. Niefeld recently was appointed to newly created post of vp for marketing at John W. Shaw Adv., Chicago, having held same post at Clinton E. Frank Inc. there. Dr. Niefeld has been director of media and research at Keyes, Madden & Jones, Chicago, and director of advertising research at McCann-Erickson, New York. He is contributing author of three books on marketing and has lectured at Columbia U. and Northwestern U. His Ph.D.: social psychology, U. of Vienna.



COME out of the *moonglow* and get *on the sunny side of the street* ★ YOUR sales and *dreams will be getting better all the time* with GOLDEN ERA JINGLES ...*16 tons* of jingle I.D.'s to the tunes AMERICA knows best and in the styles of the bands and singers AMERICA knows best ★ GOLDEN ERA JINGLES put your listeners *in the mood* ★ YOU identify and entertain ★ KEEP *daddy, frankie and johnny, the folks back home in indiana,* and everywhere, singing your call letters ★ *enjoy yourself* ★ YOUR listeners *have heard that song before* but never this way ★ *yes, indeed,* instant I.D.'s ★ *a good man is hard to find,* but GOLDEN ERA JINGLES are more fun than the *little brown jug* ★ *there are such things* as demo tapes ★ WIRE for yours today...or call your ULLMAN-MAN.

GOLDEN ★ ERA

RICHARD H ULLMAN, INC.

Marvin A. Kempner, Executive Vice-President
1271 Avenue of the Americas, New York 20, N.Y. PL 7-2197

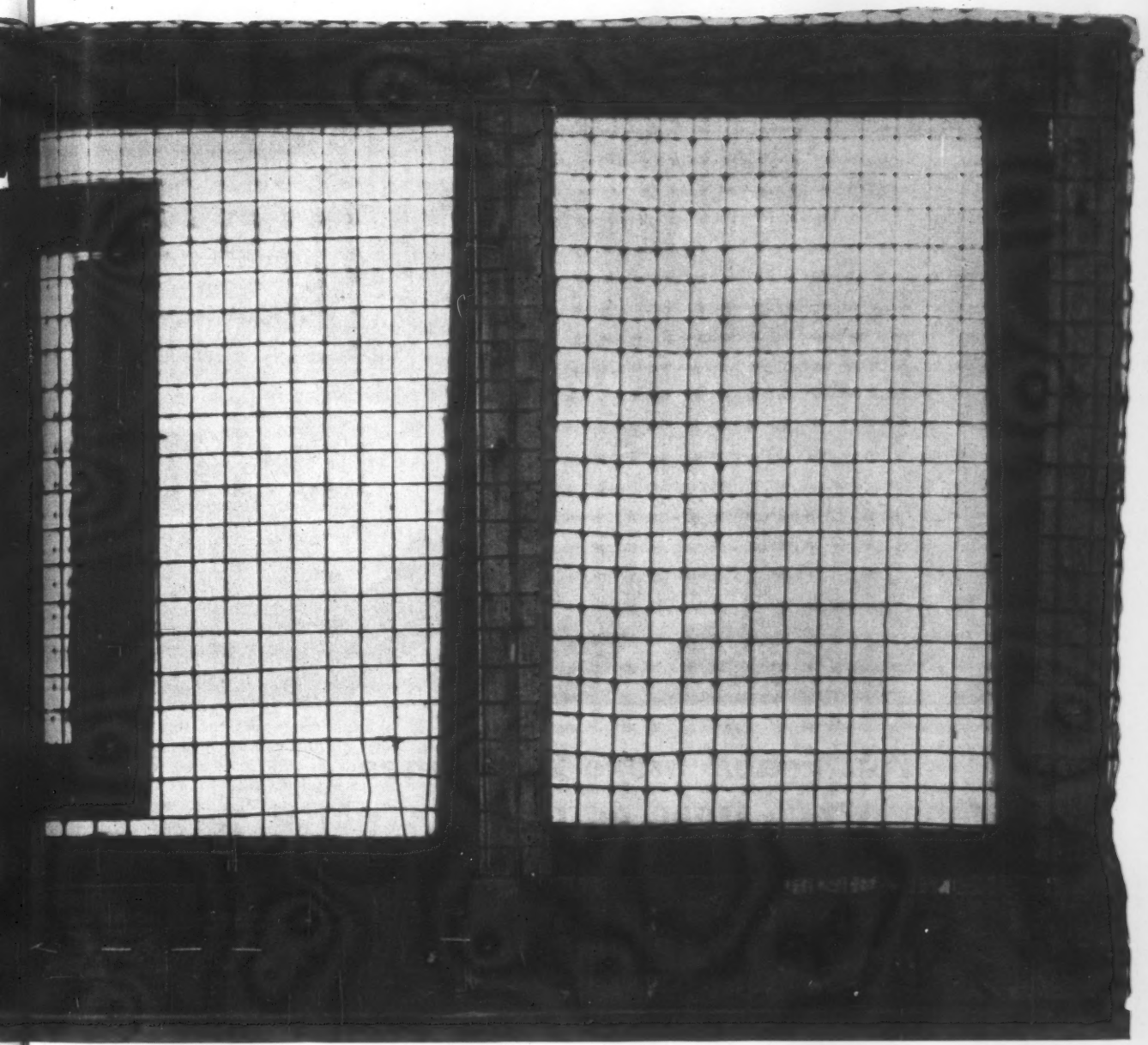
GOLDEN ERA JINGLES ARE PRODUCED BY IMN PRODUCTIONS, AND SOLD EXCLUSIVELY BY RICHARD H. ULLMAN, INC., DISTRIBUTORS OF THE BIG SOUND, FORMATIC RADIO, CRC JINGLES, TARGET JINGLES, EV WREN PRODUCTIONS, SPOTMASTER TAPE CARTRIDGE EQUIPMENT.

A DIVISION OF
THE PETER FRANK ORGANIZATION, INC.
HOLLYWOOD / NEW YORK

Recently, forty media buyers in the Baltimore area received an important message via homing pigeon. Result: thirty-nine media buyers (one pigeon never made it) now know about the new contemporary sound of W-I-T-H RADIO. Here's a perfect example of the aggressive promotion W-I-T-H is noted for. Promotion and Merchandising that stretches your clients' advertising dollar. Puts his sales message right where it counts most . . . in the stores all over Baltimore.

Unlike the pigeons, THE CONTEMPORARY SOUND of W-I-T-H beams not just to a select group, but to all Baltimoreans. There's something for every age group and walk of life.

News covered exclusively and with precise understanding by Jim West, Ray Carnay, Parks Simmons — wise reporters all, ready at a moment's notice to break important stories in a heavy schedule of



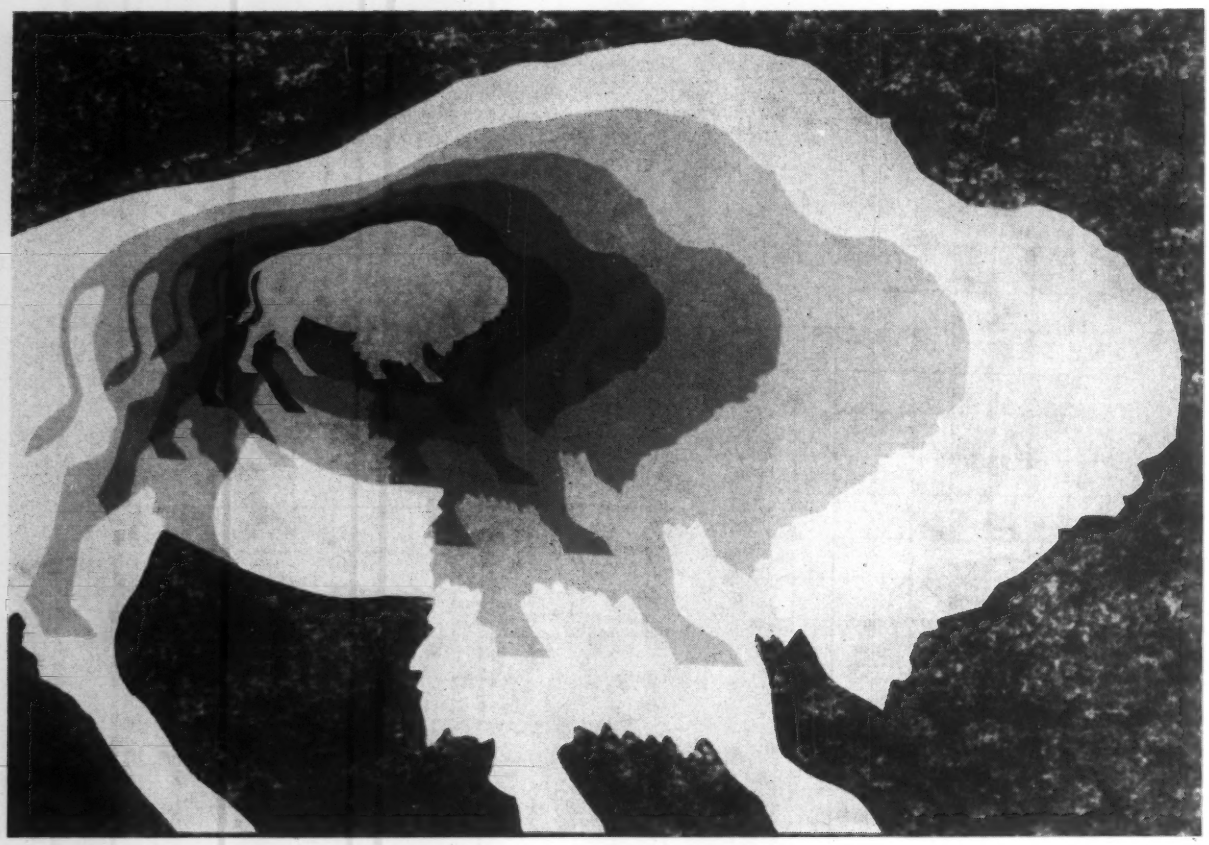
news broadcasts. From dawn patrol through midnight watch, personalities who set the musical mood: Wry morning humor from Buddy McGregor, mid-morn mellowness from Jay Neely, afternoon sprightliness from Bob Foster, fast-paced cocktail-hour chatter from Bob Adams, late-evening charm from Larry Dean. Sports covered with cool precision by Jim West and hot abandon by Benny the Fan. Editorial opinions expressed with candor and frequency to stir the Baltimore imagination. W-I-T-H talks to all of Baltimore. So should your client.

RADIO 1-2-3 BALTIMORE

W-I-T-H

PERSONALITY

Tom Tinsley, President; R. C. Embry, Vice President; NATIONAL REPRESENTATIVES: SELECT STATION REPRESENTATIVES in New York, Baltimore, Washington, Philadelphia, Chicago, Detroit, San Francisco and Los Angeles; CLARKE BROWN in the South and Southwest, including Atlanta, Dallas, New Orleans, Houston.



You reach more TV homes

MORE OFTEN **MORE OFTEN** MORE OFTEN

on WBEN-TV

It takes more than *radiated power* to bring your sales message into the 785,171 television homes of Western New York and Northeastern Pennsylvania.

Audience loyalty, a kind of comfortable feeling people have with an old friend, is a factor, too, and WBEN-TV has generated that feeling among more than 2.5 million people on the Niagara Frontier.

Since 1948, when Buffalo television was first pioneered on Channel 4, station policy of dynamic public service programming, plus top network affiliation, has built for WBEN-TV the largest audience. Loyally, they look to Channel 4 for quality entertainment and authoritative information. In terms of sales impact, your sales message is among good loyal friends on WBEN-TV.

And that means your TV dollars count for more on Channel 4.

Get the facts from Harrington, Righter & Parsons, National Representatives

WBEN-TV

The Buffalo Evening News Station

CH. 4

CBS in Buffalo

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
December 11, 1961, Vol. 61, No. 24

HOLIDAY TRAFFIC JAM IN TV SPOTS

■ Volume this year ahead of 1960, nation-wide survey indicates

■ Biggest demand for minutes although 20's are growing scarce

■ Gains reported by 62%, but business is off in some markets

Television stations moved into the Christmas holiday advertising season on a wave of national spot business which for most of them exceeded—and in some cases dramatically surpassed—the December-rush volume of 1960.

The holiday traffic in spot tv sales was measured in a special BROADCASTING survey which also showed that good 60-second availabilities, especially in prime and fringe evening time, are almost universally in short supply.

Despite this virtually sold-out status of 60-second positions, the study showed, minutes remain by long odds the length in greatest demand among advertisers and agencies.

Scarce Twenties ▪ Twenty-second availabilities also were shown to be growing scarce on many stations and in frequent demand among buyers, but the current supply of 20's in general appears to be at least as large as at the start of the fall season (BROADCASTING, Sept. 25).

The holiday-season survey was conducted among television stations throughout the U. S., supported by questionnaires and personal interviews sampling station-representation firms which together handle the national spot sales of 275 to 300 of the country's top tv stations.

Dealing basically with spot business conditions as of the week of Dec. 4-10, the survey showed:

▪ "Good" minutes are at a premium on most stations: In more than eight out of ten cases 60-second availabilities, especially in prime and fringe evening time, were reported in short supply by broadcasters, and the reps were almost unanimous in concurring. Twenty-second positions ranked next among hard-to-find lengths—and at some stations were reported scarcer than minutes—but in total are far more plentiful than the 60-second availabilities.

▪ Not surprisingly, the availabilities in greatest demand among buyers followed the same order: Minutes far out in front, with 20-second positions a clear but greatly outranked runner-up.

▪ Holiday business this year is better on most stations: Almost two-thirds of the broadcaster respondents (62%) reported their national spot business for the first full week of December was running higher than in the same week a year ago. Gains ranged from "slight" to 30, 45 and in one case 100%. Increases reported in the 15 to 25% range were not uncommon.

▪ Two out of ten stations (21%) reported their spot business at the start of December this year was lagging behind the same 1960 period. One station called its drop "substantial," others said "slight." Where a specific figure was mentioned it usually fell in the 3 to 10% range. None of them exceeded 10%.

▪ Almost two out of ten (17%) classified their 1961 holiday volume on a par with 1960's.

▪ Among reps, the same questions brought virtually unanimous reports of better business this December than last. Two reps qualified their answers by drawing a distinction between their major-market stations and those in medium and smaller markets: Both reps said business on major-market stations is up, but one said his sales on other stations are dropping behind their total a year ago, while the other said his medium and small-market stations are

Christmas glitter may be frosting on biggest spot tv cake

Stations' predominately glittering reports on holiday spot tv business (see story this page) may also signal the wrap-up of a full year of spot gains—and a promising start for 1962—despite some shaky periods in early and mid-1961.

Several stations in replying to BROADCASTING's survey extended their accounts of "better" December business to apply, in addition, to the full year 1961. This also was true of some station representatives, a number of whom talked in terms of substantially improved volumes in 1961 as compared to 1960. Those who ventured a forecast, including three of the leading reps, looked for 1962's first few months, at least, to be much better for spot tv than the same period of 1961.

Reasons ▪ Among the factors cited for the improved outlook: Better business conditions generally, in contrast to the recession that marked last spring and winter, and signs that advertisers are acting more confidently and planning more firmly now than they did when the general economic situation was less certain.

One rep said he also sees indications that at least some advertisers plan to cut back their use of "network spot carrier," the network participation programs which in the last few years have commanded steadily rising shares of many tv budgets. This rep said his salesmen were finding signs of advertiser dissatisfaction with such shows.

New Lengths ▪ Whatever the business outlook, one thing that is left to be settled in 1962 is the fate of the new 30- and 40-second commercial lengths in spot advertising.

The way was opened up for them with the start of the 1961-62 fall season, when all three networks expanded nighttime station breaks from 30 seconds to 42. But BROADCASTING's survey revealed little interest in the 30- and 40-second length.

Overwhelmingly, both stations and reps reported that if buyers are developing any pattern in their usage of the 40-second breaks, it is for two 20's back-to-back.

HOLIDAY TRAFFIC JAM IN TV SPOTS continued

running even-up with last December.

Although the overall tone of the replies reflected bigger spot billings this holiday season than last, examination of the returns individually showed—as always—a wide range of variation from one station to another and from one market to another. For reasons that are often unaccountable, some stations that normally are steady or even high-volume outlets suddenly hit a dry spell, and these arid periods can fall in no consistent pattern among stations in all size groups.

On the whole, however, the generally acknowledged trend of national advertisers to concentrate on major markets —or to cut back on smaller markets first, when cutbacks are made—appeared to remain intact.

Grouped By Size ▪ When the station respondents were grouped according to market size, those in the biggest markets had the highest percentage of all in reporting holiday business this year ahead of last year's. Among respondents operating in markets having four or more stations, 84% reported gains, 8% said they were trailing, and another 8% reported business about the same.

Smaller-market stations reported gains more frequently than those in three-station markets, however. Among broadcasters reporting from one- and two-station markets, 63% said their early-December business was ahead of last year's, while 20% said theirs was down and 17% saw no change.

From three-station markets exactly half of the reports said business was up. The rest were divided equally between "down" and "about the same."

A number of stations said they were virtually sold out from 6 p.m. on—and showed sales in the 75 to 80% range in several morning and afternoon periods as well.

Sell-Outs Common ▪ A few broadcasters reported as few as 5 or 10% of their evening minutes sold. But these were far outnumbered by reports of 90-100% sellout in these hours. Twenty-second and 10-second sales showed a similar overall distribution of highs and lows, but the general level of the highs was below that for minutes.

One station reported 100% sellout of participations from sign-on to sign-off, 100% sale of other 60-second positions from noon to sign-off, 100% sale of 20-second positions from 6 p.m. on, and 75 to 95% sale of all the rest. Moreover, this station added, "we could sell more 20's and 60's in prime time."

When & how

A breakdown of third quarter spot tv expenditures by time of day and type of activity as reported by TvB-N. C. Rorabaugh.

Time of day	Amount
Day	$29,354,000 (23.0%)
Early evening	27,790,000 (21.8%)
Prime night	42,281,000 (33.1%)
Late night	28,219,000 (22.1%)
Type of activity	
Announcements	$94,357,000 (74.0%)
ID's	14,164,000 (11.0%)
Programs	19,123,000 (15.0%)

At the other extreme some stations reported as low as 2 to 4% of their 20-second positions sold, and less than 20% of their participations.

The station-to-station variations were stressed by a number of reps. One, estimating that his station list as a whole is pretty solidly ahead of its record for this time last year, put it this way: "There's no way to explain this increase in market terms. Some of our stations are up and some are down, and this happens in all seasons. Some of the changes can be explained sometimes, but some can never be. You cannot generalize about markets."

Third-quarter spot tv billings gain 1.8% over year ago

Procter & Gamble again led the spot tv field in the third quarter of 1961 with gross billings of $13.6 million. But its tv spot spending was down 6.3% from last year's third-quarter figure of $14.4 million.

Third-quarter spot tv billings rose 1.8% over the same period last year, Television Bureau of Advertising announced Friday (Dec. 8). Total gross billings of $127,644,000 compared with $125,012,000 last year for all stations reporting (up 2%). (The 1.8% increase is based on the 317 stations reporting in both the third quarter of 1960 and 1961.) Spot billing for the first six months of 1961 was about 1% below the 1960 level (BROADCASTING, Sept. 4).

Newcomers to the top 100 spot advertiser list are: Star-Kist Foods Inc. with $515,100; Climaline Co., $333,100; Cott Beverage Corp. and bottlers, $326,100; Stroh Brewery Co., $295,500; and Lucky Lager Brewing Co., $271,800.

Four product categories show significant gains over last year's third quarter. Ale, beer and wine with $14.2 million were up 21.5%; confections and soft drinks at $9.1 million were up 13.6%; dental products with $3.8 million were up 68%, and sporting goods, bicycles and toys with $1.4 million were up 206.1%.

Product categories showing declines included automotive with $4 million down 14.7%; food and grocery products with $29.1 million down 2%; household cleaners, cleansers, polishes and waxes with $5.1 million down 7.5%; household laundry products with $10.9 million down 7.7% and tobacco products and supplies with $6.2 million down 17.9%.

The complete TvB-N. C. Rorabaugh report:

TOP 100 SPOT TV ADVERTISERS
THIRD QUARTER 1961

(Source: TvB-Rorabaugh)

1.	Procter & Gamble	$13,680,700
2.	Lever Brothers	3,137,600
3.	General Foods	3,028,700
4.	Colgate-Palmolive	2,831,000
5.	Wm. Wrigley Jr. Co.	2,821,000
6.	Bristol-Myers	2,450,000
7.	P. Lorillard	2,207,400
8.	Coca-Cola bottlers	2,127,900
9.	American Home Products	2,045,500
10.	Alberto-Culver	1,722,500
11.	General Mills	1,598,200
12.	Kellogg	1,490,000
13.	Gillette	1,419,600
14.	Philip Morris	$1,419,500
15.	Anheuser-Busch	1,232,800
16.	Standard Brands	1,230,100
17.	Carter Products	1,169,800
18.	Miles Laboratories	1,136,400
19.	Food Manufacturers	1,102,200
20.	Jos. Schlitz Brewing	1,070,000
21.	Welch Grape Juice Co.	1,063,800
22.	Pharmacraft Co.	1,024,300
23.	Avon Products	982,400
24.	Pabst Brewing	970,300
25.	Corn Products	913,100
26.	Lestoil Products	909,200
27.	Canadian Breweries	856,500
28.	Pepsi Cola bottlers	854,000
29.	Continental Baking	833,700
30.	J. A. Folger	818,000
31.	Brown & Williamson	744,400
32.	Falstaff Brewing	734,100
33.	Theo. Hamm Brewing	730,600
34.	American Tobacco	723,000
35.	Nestle Co.	721,100
36.	Standard Oil Co. of Calif.	712,900
37.	Golden Press	690,400
38.	U. S. Borax & Chemical	669,400
39.	Simoniz Co.	665,900
40.	Ford Motor Co. Dealers	661,500
41.	Associated Products	625,000
42.	General Motors	620,000
43.	Beech-Nut Life Savers Inc.	612,600
44.	General Motors Corp. Dealers	609,400
45.	Standard Oil Co. of N.J.	603,750
46.	United Vintners	589,000
47.	Norwich Pharmacal	585,800
48.	C. Schmidt & Sons	574,900
49.	International Latex	561,400
50.	Hills Bros. Coffee	545,700
51.	Liebmann Breweries	544,400

Year-round tv Mattel's secret weapon

NETWORK IMPACT SHOOTS SALES SKYWARD; NEW PROGRAM ON ABC-TV

Television has been a major factor in the growth of Mattel toy sales from $5.4 million in 1954 to $24 million in 1960 and $18 million in the first half of 1961. This was the report of Cliff Jacobs, vice president for marketing, Mattel Inc., speaking at the Hollywood Advertising Club last Monday (Dec. 4).

In 1954, Mr. Jacobs said, Mattel's total advertising budget was $150,000. The following year, the company went into tv as a participating sponsor of the *Mickey Mouse Club* on ABC-TV, inaugurating at that time the policy of year-round advertising which was a radical reparture from the traditional toy business pattern of concentrating advertising in the few weeks before Christmas.

In 1959, at the suggestion of its agency, Carson/Roberts, Los Angeles, Mattel began sponsoring its own show, *Matty's Funday Funnies,* also on ABC-TV. This was a half-hour of three cartoons and the commercials, integrated into a package of entertainment in which the commercials were not the least entertaining elements, Mr. Jacobs commented.

Bought for '62 ▪ Starting Jan. 6, Mattel will launch a new program on ABC-TV, *Matty's Funnies with Beany & Cecil,* to be aired weekly on a network of 155 stations. The little boy, Beany, and his friend, Cecil, the seasick sea serpent, who are featured in the new cartoon series may be expected to show up in the Mattel line, as Caspar the Ghost was lifted from the firm's current cartoon series to become a talking doll and a jack-in-the-box character. In addition to the network series, Mattel will also utilize spot tv in some 50 supplementary markets.

Of the total 1962 advertising budget of $4.5 million, $3.9 million will go for tv, Mr. Jacobs stated. The tv appropriation will be divided about two-thirds for network tv, one-third for spot.

Television has also been helpful to Mattel in suggesting new products for its line, such as the fanner, smoking cap pistol, whose young owners can shoot it with the trigger, fan it with the flat of their hand and blow away the smoke from the barrel just as they see their Western heroes do on television, Mr. Jacobs said.

Mattel is the largest toy company west of the Mississippi and one of the largest in the country, he said, noting that although the toy industry will produce about $1 billion worth of toys, at cost, this year, most of its 1500 companies will have outputs of less than $1 million apiece. Mattel is so busy, he stated, that it has 2,300 employes working two shifts into December, with Christmas only three weeks away.

Tv Influence on Toys ▪ Mattel spends more than $1 million a year on product research and development, looking for "a unique patentable basis concept," Mr. Jacobs reported. One of the results of this program was a musical jack-in-the-box, which has sold more than a million a year since its inception a few years ago. The musical unit inside the box, and also used in other toys, is now in its 60th million unit production, he said. Mattel also likes to establish a trend, such as its manufacture of pistols and rifles that look just like the ones the youngster's see on tv.

Talking dolls, like Chatty Cathie, who can say 11 different sentences, which come out at random when a string is pulled, so that the young owner never knows what the doll will

52.	Lehn & Fink Products	$543,500	95. Jack La Lanne Co.	$282,800	98. Lucky Lager Brewing	$271,800
53.	Chrysler Corp. Dealers	533,800	96. National Biscuit	278,500	99. Purex Corp.	268,800
54.	Phillips Petroleum	531,400	97. Oscar Mayer & Co.	273,000	100. Swift & Co.	264,700
55.	John Morrell & Co.	524,900				
56.	Pacific Tel. & Tel.	520,000				
57.	R. J. Reynolds Tobacco	519,100				
58.	Star-Kist Foods	515,100				
59.	J. Nelson Prewitt	475,900				
60.	Atlantic Refining	469,100				
61.	F. & M. Schaefer Brewing	456,000				
62.	American Oil	453,800				
63.	Piel Bros.	441,200				
64.	Sterling Drug	430,500				
65.	Hunt Foods & Industries	429,200				
66.	Great A&P Tea Co.	398,900				
67.	M.J.B. Co.	391,600				
68.	Chrysler Corp.	389,200				
69.	Sun Oil	386,200				
70.	Ex-Lax	383,600				
71.	Greyhound Corp.	374,400				
72.	Helene Curtis Industries	372,100				
73.	Campbell Soup	371,100				
74.	E. & J. Gallo Winery	369,900				
75.	Scott Paper	361,800				
76.	Andrew Jergens	353,800				
77.	Liggett & Myers Tobacco	352,100				
78.	Safeway Stores	348,500				
79.	Climaline Co.	333,100				
80.	Jackson Brewing	329,400				
81.	M. K. Goetz Brewing	328,400				
82.	Cott Beverage Corp. bottlers	326,100				
83.	Vic Tanny Enterprises	323,400				
84.	Warner-Lambert Pharma. Co.	315,600				
85.	Sunkist Growers	311,000				
86.	St. Regis Paper Co.	308,600				
87.	Louis Marx & Co.	308,100				
88.	American Bakeries	301,200				
89.	P. Ballantine & Sons	298,800				
90.	Sinclair Refining	296,300				
91.	Stroh Brewing	295,500				
92.	B. C. Remedy	287,700				
93.	Armstrong Rubber	287,300				
94.	Kroger Co.	284,000				

ESTIMATED EXPENDITURES OF SPOT TELEVISION ADVERTISERS BY PRODUCT CLASSIFICATION

(Source: TvB-Rorabaugh)

THIRD QUARTER

	1961	1960	% Change
Agriculture	$ 221,000	$ 367,000	— 39.8%
Ale, beer and wine	14,227,000	11,713,000	+ 21.5
Amusements, entertainment	533,000	384,000	+ 38.8
Automotive	4,023,000	4,664,000	— 14.7
Building material, equipment, fixtures, paints	557,000	536,000	+ 3.9
Clothing, furnishings, accessories	1,420,000	1,650,000	— 13.9
Confections & soft drinks	9,197,000	8,093,000	+ 13.6
Consumer services	4,172,000	3,968,000	+ 5.1
Cosmetics & toiletries	13,626,000	13,397,000	+ 1.7
Dental products	3,804,000	2,264,000	+ 68.0
Drug products	7,023,000	6,921,000	+ 1.5
Food & grocery products	29,163,000	29,760,000	— 2.0
Garden supplies & equipment	47,000	196,000	— 76.0
Gasoline & lubricants	5,081,000	4,784,000	+ 6.2
Hotels, resorts, restaurants	53,000	244,000	— 78.3
Household cleaners, cleansers, polishes, waxes	5,123,000	5,539,000	— 7.5
Household equipment—appliances	927,000	1,260,000	— 26.4
Household furnishings	410,000	507,000	— 19.1
Household laundry products	10,955,000	11,868,000	— 7.7
Household paper products	1,527,000	1,223,000	+ 24.9
Household, general	1,592,000	1,231,000	+ 29.3
Notions	5,000	14,000	— 64.3
Pet products	1,668,000	1,203,000	+ 38.7
Publications	867,000	795,000	+ 9.1
Sporting goods, bicycles, toys	1,405,000	459,000	+206.1
Stationery, office equipment	504,000	317,000	+ 59.0
Television, radio, phonograph, musical instrmts.	81,000	213,000	— 62.0
Tobacco products & supplies	6,288,000	7,656,000	— 17.9
Transportation & travel	1,151,000	837,000	+ 37.5
Watches, jewelry, cameras	390,000	1,182,000	— 67.0
Miscellaneous	1,604,000	1,767,000	— 9.2
TOTAL	$127,644,000	$125,012,000	

TV PREVIEW: a nose that knows

The Federal Trade Commission should have no questions about advertising props on a planned series of tv commercials for Chock Full O' Nuts coffee. Featured prop on the spots will be America's most famous nose — that of comedian Jimmy Durante.

Mr. Durante will sniff the aroma of the "heavenly coffee" on tv, radio and in newspapers in a 17-state marketing area beginning about Jan. 1. The campaign will run in 20-30 tv markets and 60-80 radio markets.

"Durantese," a language which has entertained audiences for half-a-century, will be liberally sprinkled through the commercials. In one, after boasting about Chock Full O' Nuts' flavor to a woman on the telephone, Mr. Durante is asked by the caller: "Are you sure?" "Am I sure?" he replies, "If you had a schnozz like mine, you'd smell its superiority over the phone." In another, he advises owners of average-sized noses: "Don't be ashamed if you got only an itsy-bitsy nose, not a great nose like mine. You can still enjoy the greatest coffee—Chock Full O' Nuts —of course."

Though he has handled live commercials on his own tv show several years ago, these are the first commercials Mr. Durante has ever filmed.

Chock Full O' Nuts' agency is Peerless Adv., New York.

say next, are another big Mattel item. Cathy alone has been sold to more than 1.4 million youngsters, although she retails at $18.

Mr. Jacobs credited the success of Mattel to the creative genius of the company's head, Elliot Handler, to its thorough product and market research program and to the advertising created for Mattel by Carson/Roberts.

Opinions solicited on admen licensing

Should there be government licensing of advertising agency practitioners or should there be industry certification, or neither?

The Western States Advertising Agencies Assn. is surveying a representative section of the advertising industry to get opinions of whether advertising people should be licensed and if so by whom. Movement for government (state) licensing, as is done for doctors and lawyers, has been spearheaded by William C. Chambliss, director of communications, Space Technology Labs. (MONDAY MEMO, Sept. 18). Others also favor licensing, but by the advertising industry itself. Committees of the WSAAA in San Diego and Los Angeles, after a lengthy study, concluded: "It is no longer a question of whether advertising shall be regulated or disciplined, but rather it is a question of what kind of regulation—and by whom —is in the best interests of the public and advertising in general."

The WSAAA questionnaire asks the respondent to check one of these three statements: "I favor government licensing of advertising agency practitioners." "I favor self-regulation through advertising industry certification of individual advertising agency practitioners by oral and written examinations prepared by recognized authorities from the advertising industry." "I do not favor either of the above." Replies postmarked prior to Dec. 15 will be tabulated, WSAAA says.

Merchants, TvB guide stores in use of tv

A retailers' guide to the use of television advertising was released last week by the sales promotion division of the National Retail Merchants Assn. in cooperation with the Television Bureau of Advertising. The guide, entitled "How to Use Television Successfully," offers practical assistance to prospective users of the medium and to stores seeking to improve their current tv performance.

Background on the use of tv by retailers, how budgets are set up, tie-ins to events, information on different types of tv commercials, production techniques, and a glossary of tv terms are among the items in the manual.

The 93-page illustrated book opens with explanations of the "nine reasons why stores use television": to achieve long reach, to build store traffic, to gain the advantages of repetition, for accurate demonstration, to promote image, for flexibility, to provide equal availability to large and small stores, to promote store service, and to team up with newspaper advertising.

"Retailers were among the first heavy television advertisers when that electronic medium was in its infancy," Edward F. Engle, manager of the NRMA sales promotion divisions noted in the introduction. The NRMA created a television committee to study ways in which retailers have used tv in the last 15 years and to prepare the manual. The committee members were: George R. Titus, McCormick & Titus, Washington, (committee chairman); Ted Bushman, ZCMI, (department store), Salt Lake City; Ann Coplan, Scranton Dry Goods Co., Scranton, Pa.; Harold Haener, Macy's California, San Francisco; Chester M. Leopold, Wolf & Dessauer, Fort Wayne; Jack Miller, Leonard's, Fort Worth; Irving Myers, Irving Myers Assoc., Troy, N. Y., and Jack Noble Assoc., San Francisco.

TvB participants in the project included Howard P. Abrahams, vice president on local sales, and Louis M. Sirota, director, retail sales.

WHO Radio dominates Iowa audience for 24th consecutive year!

94 Other Stations Compete in America's 14th Radio Market

CONFIRMED again . . . and for the 24th consecutive year! WHO Radio leads all Iowa radio stations in audience ratings by a wide margin. But this is nothing new to those of you familiar with 50,000-Watt WHO Radio.

The new 93-County Area Pulse Survey (March, 1961) strongly confirms WHO's claim to superiority. The survey was conducted in 68% of all counties in which WHO has 10% or more NCS No. 2 penetration (93 of 137 counties). This area holds 75% of all radio families in WHO's rich "Iowa Plus" coverage area (647,000 of 865,350 families).

The survey gives WHO Radio a greater share of homes using radio in all quarter hours surveyed Monday through Friday, than any of the 94 other competing stations.

WHO Radio and the 865,350 homes it serves in "Iowa Plus"—*America's 14th largest radio market*—should be on every major radio-market list. Ask your PGW Colonel for complete results from the 24th consecutive survey of the Iowa radio audience.

Sources: Pulse (March, 1961), NCS No. 2.

WHO

for Iowa PLUS!

Des Moines . . . 50,000 Watts

NBC Affiliate

WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC and WOC-TV, Davenport

Peters, Griffin, Woodward, Inc., *National Representatives*

Reps rake time-barter radio deals

BUT CREATOR DEFENDS DISCOUNT PLAN AS HELP TO SMALLER STATIONS

A rash of year-end radio campaigns based on time-barter and merchandise deals raises basic questions about the sale of time that affect the medium's future, according to a check of New York representatives and advertisers.

Al Petker, creator of A. P. Management Corp., Beverly Hills, Calif., and its time-bartering arrangement, defended his plan last week as a progressive step designed to help radio stations, especially in small markets (see below).

But some station representatives familiar with such campaigns took a dim view of the time-barter idea on the ground it debases radio values, depresses prices and diverts traditional spot radio revenues into radio uses which they feel are questionable in both method and results.

They contend one type of deal at an apparent 10% of card rates will encourage other advertisers to seek similar purchases at a small fraction of card rates.

They add that advertisers using these deals can't be sure what time periods they get on stations or even if the messages will be carried at all. The lack of proof-of-performance creates a serious problem, they claim.

An executive at P. Lorillard, which used the campaign in 1958-59, said the company was told in advance what time periods would be used but he added that no proof-of-performance affidavits were submitted. He said Lorillard furnished stations, through Mr. Petker, with cigarette lighters for local distribution as payments for time but Lorillard in addition paid the Petker firm a cash fee.

A spokesman for a major advertiser, who preferred not to identify himself or his client, said he had been offered the Petker plan early this year. It called for 25 spots a week on 400 radio stations for $50,000 a month, he said. The offer was rejected, he explained, because of concern over proof-of-performance aspects of the campaign.

At NAB it was stated that use of a five-minute program containing a sponsor message must be allocated against allowable commercial time under the radio code even if the station receives no pay for the message. The association had no comment on the philosophical or practical aspects of time bartering.

Mr. Petker told BROADCASTING he has several new public affairs program series in the works—"one-minute programs, not spots." One titled *Who Said It?* consists of quotations from prominent people, starting and ending with a jingle sung by the Sportsmen Quartet. Another, also in a musical setting, is *Today's New World*. It spells, pronounces and defines words and places. A third is a nonsectarian 60-second sermon. Educational programs of longer duration are contemplated, he said.

Here's the way Mr. Petker said his plan works out: "Stations get an average of $3,000 worth of programs a month ranging from $7,500 for A markets down to $1,000 for D markets, a service they couldn't afford to buy for cash. The accusation that we are depriving radio of national advertising revenue it would otherwise get is absolutely false. We solicit only those advertisers which have not used radio for some time, if ever, and who would not be using it now if we hadn't provided a new way to do it."

Back in 1957, Mr. Petker said, after listening to the sad stories of radio operators, he decided that he should supply them with "a new and glamorous medium." He formed what is now A. P. Management Corp. to provide a service that would supply proof-of-audience as well as a programming service. Stations in the "others column" of Hooper and Pulse reports could least afford to pay for good programming, he said, so he worked a plan to send them premiums in exchange for spots. The stations would offer premiums to people writing in, with the mail proving listenership.

The first sponsor to adopt the idea was Bud Gruber, president of P. Lorillard Co., he recalled. A million lighters were provided, carrying the Newport insignia for the then new cigarette. "Newports began to move and everybody was happy," he explained.

Others who joined the sponsor list, Mr. Petker said, included Pillsbury, Corn Products, Nestle and American Motors. They contributed service fees that totaled $100,000 by the end of

Four Roses by any other name...

The words Four Roses mean hard liquor and not posies to the NAB Radio Code Board.

Charles M. Stone, code affairs director, announced last week that use of a recorded musical album titled *Four Roses Dance Party* by a radio station would violate the code if thus identified.

The album was distributed by A. A. Schechter Assocs., New York, according to Mr. Stone. He explained that both sides start with an announcer voicing these words, "This is the *Four Roses Dance Party*, featuring the high-fidelity sound of the big bands."

He added, "The broadcasting of the above announcement or station ad-lib announcements using the phrase 'Four Roses' would be in violation of the radio code, since this would be the advertising of the brand name of a hard liquor. The use of the recorded musical selections contained in the album is a matter for station decision."

In another ruling Mr. Stone said use of copy for Breyer's Egg Nog Ice Cream containing the words "Jamaica Rum" among listed ingredients would violate the code's ban on liquor advertising. Copy was supplied by Lewis & Gilman Adv., Philadelphia.

A clarifying statement explained the code ban against advertising an establishment that sells liquor. Use of the term "package store" is acceptable if copy is clearly restricted to beer, wine or non-alcoholic products. On the other hand the words "cocktail," "mixed drinks," "liquor," "mixologist" or the brand names of alcoholic beverages other than beer or wine were ruled not acceptable. The use of "beverages" or "your favorite beverage" was adjudged acceptable.

Mr. Stone summarized the radio code's liquor ban this way: "The real answer lies in discretion, the display of your own responsibility. The code states: 'The advertising of hard liquor shall not be accepted.' This restraint also applies to the advertising of products and/or services in themselves not hard liquors, but which in their presentation could induce the use of hard liquor."

A series of Lydia E. Pinkham commercials received code board acceptance after review. They are labeled "Special, 1962 Radio Pool, #1 through #5" and are both live and transcribed.

"Charlotte's WSOC-TV... outstanding children's programming and product support" – Gordon Winters

"In consumer preference Jack's Cookies have rocketed from 1.9% to 29.1% since 1959. We think WSOC-TV's outstanding children's programming and product support have been valuable factors in this tremendous growth."

GORDON J. WINTERS
Jack's Cookie Corp.
Charlotte, N. C.

Jack's is a smart cookie. You, too, can improve your position in this 19th largest tv market of America. Let us tell you about the South's best kid's show—Radio TV Mirror award winner—and other features that give WSOC-TV the biggest, buyingest children's audiences in the Carolinas. To reach folk young or old, your best buy in Charlotte is WSOC-TV—one of the nation's great area stations.

WSOC-TV

CHARLOTTE 9—NBC and ABC. Represented by **H-R**

WSOC and WSOC-TV are associated with WSB and WSB-TV, Atlanta, WHIO and WHIO-TV, Dayton

1959, he said. "The station list grew to 1,200," he continued.

"Many library services were using music recorded 10 and 15 years before," he said, "so A. P. Management set up its *Personality Service Celebrity Fives*, five-minute programs designed for broadcasting five days a week as a strip. Each featured a personality and included two spots, one to be sold by A. P. Management to a national advertiser, one for the station to sell locally.

"Eddie Cantor went on the air May 1, 1961, on 1,450 stations, which sold adjacent spots as well as those inside the program, at double their usual rates. Sponsors were Montgomery Ward and Dumas Milner (Pine-Sol). Sales of Pine-Sol went up 22% in four months and Montgomery Ward summer catalogs were sold out for the first time in years."

Currently Montgomery Ward has a four-month pre-Christmas program for which it pays a service fee of $110,000, he said. This fee normally would be $140,000, according to Mr. Petker, but the lower rate is based on the fact the retailer lacks distribution in nine states. He said Bristol-Myers paid $32,000 for a one-month campaign in November, a fee one representative said might be a 90% discount on card rates for the station list.

Other celebrity series featured George Raft, Jacques Bergerac and "Believe It or Not."

Mr. Petker said the firm does not barter but offers only a service to the station in exchange for spots. "We offer on a current exchange basis," he said. "There is no backlog which could be dumped. Any unused time at the end of a month is lost time for us. We are getting about 400,000 spots a month which would average out to a value of about $2.5 million so we do our best not to lose it. Our coverage is greater than all the networks combined." An October directory shows 1,517 stations in 1,265 cities.

Commercials in production

Listings include new commercials being made for national or large regional radio or television campaigns. Appearing in sequence are names of advertiser, product, number, length and type of commercial, production manager, agency with its account executive and production manager, and approximate cost of commercial when available.

Bandelier Films Inc., 1837 Lomas Blvd., N.E., Albuquerque, N. M.

M. J. Holloway & Co. (candy), three 60s, animation, film. L. Jacobson, prod. mgr. Agency: Erwin Wasey, Ruthrauff & Ryan; George Hunter, a.e. and prod. mgr. Approx. cost $4,750.

Pantomime Pictures Inc., 8961 Sunset Blvd., Hollywood 69

Joseph Schlitz Brewing Co. (Old Milwaukee Beer), two 20s, two 10s, animation, film. Fred Crippen, prod. mgr. Agency: Post & Morr Inc.; Anthony Hebell, a.e., Paul Zara, prod. mgr.

Videotape Productions of New York Inc., 101 W. 67th St., NYC 23

Armstrong Cork Co. (floors, walls, ceilings), one 75, one 60, one 30, live, tape. Allan Wallace, prod. mgr. Agency: BBDO; Don Rowe, a.e., Henry Monasch, agency producer.

F. & M. Schaefer Brewing Co. (Schaefer Beer), one 20, live, tape. Jack Kelly, prod. mgr. Agency: BBDO; Craig Stansbury, a.e., Lou Georgaras, agency producer.

Studebaker-Packard Corp. (Studebaker Lark), two 60's live, tape. Chuck Holden, prod. mgr. Agency: D'Arcy Adv.; Gordon Baird, a.e., Chuck Keilus, agency producer.

Barter hurts radio, says RAB's Sweeney

Time bartering by radio stations that accept campaigns at bargain rates are hurting all broadcasters, especially in small markets, according to Kevin Sweeney, president of Radio Advertising Bureau.

"If stations suspected the irreparable damage done to radio with many national advertisers when these advertisers are offered 1,000 stations for 26 weeks for $50,000, they would never associate themselves with the effort," Mr. Sweeney said.

"Many stations in small markets cannot see how they are hurt when they barter their time to someone who pays them off in prizes for their audience games. They reason: 'After all, we don't get any national business, especially not from these advertisers. Why not get something for our time?'

"What they do not see is that the national advertiser consciously or unconsciously puts a valuation on these markets of 25 cents or 50 cents or even 10 cents an announcement. That same advertiser, therefore, is reluctant to pay his share of a cooperative advertising arrangement with a dealer where his 50% might be $1.50.

"So the small markets hurt themselves directly in local business. They are hurt more directly when chain-store headquarters buy these plans, because this money is then diverted from local-level spending.

"Of course, most of these sales plans damage radio national-level selling by representatives, networks and RAB. They give a totally false impression of radio generally with their selling tactics. They give the impression that *all* stations will sell at any price, that all radio sellers make fantastic coverage claims, that radio is casual about delivering what has been promised on everything from the scheduling of announcements to affidavits.

"These plans have made one contribution, however: they have emphasized that important national advertisers are interested in buying more radio in small cities than they are currently buying if they can buy it on a simple, one-order, one-bill basis."

ARBITRON'S DAILY CHOICES

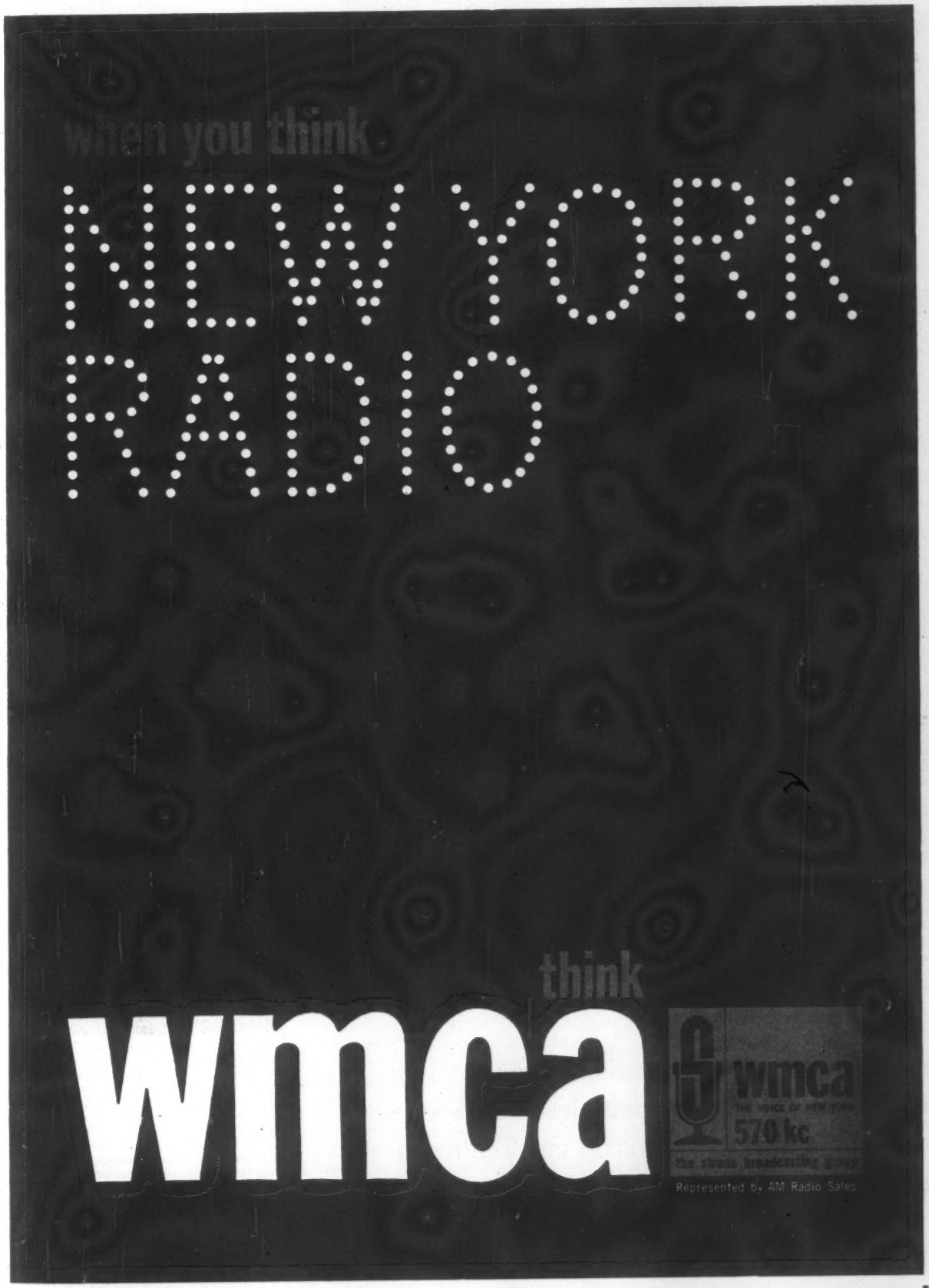
Listed below are the highest ranking television shows for each day of the week Nov. 30-Dec. 6, as rated by the National Arbitron instant ratings of the American Research Bureau. These ratings are from a sample of 1,200 television homes per half hour properly distributed across the U. S.

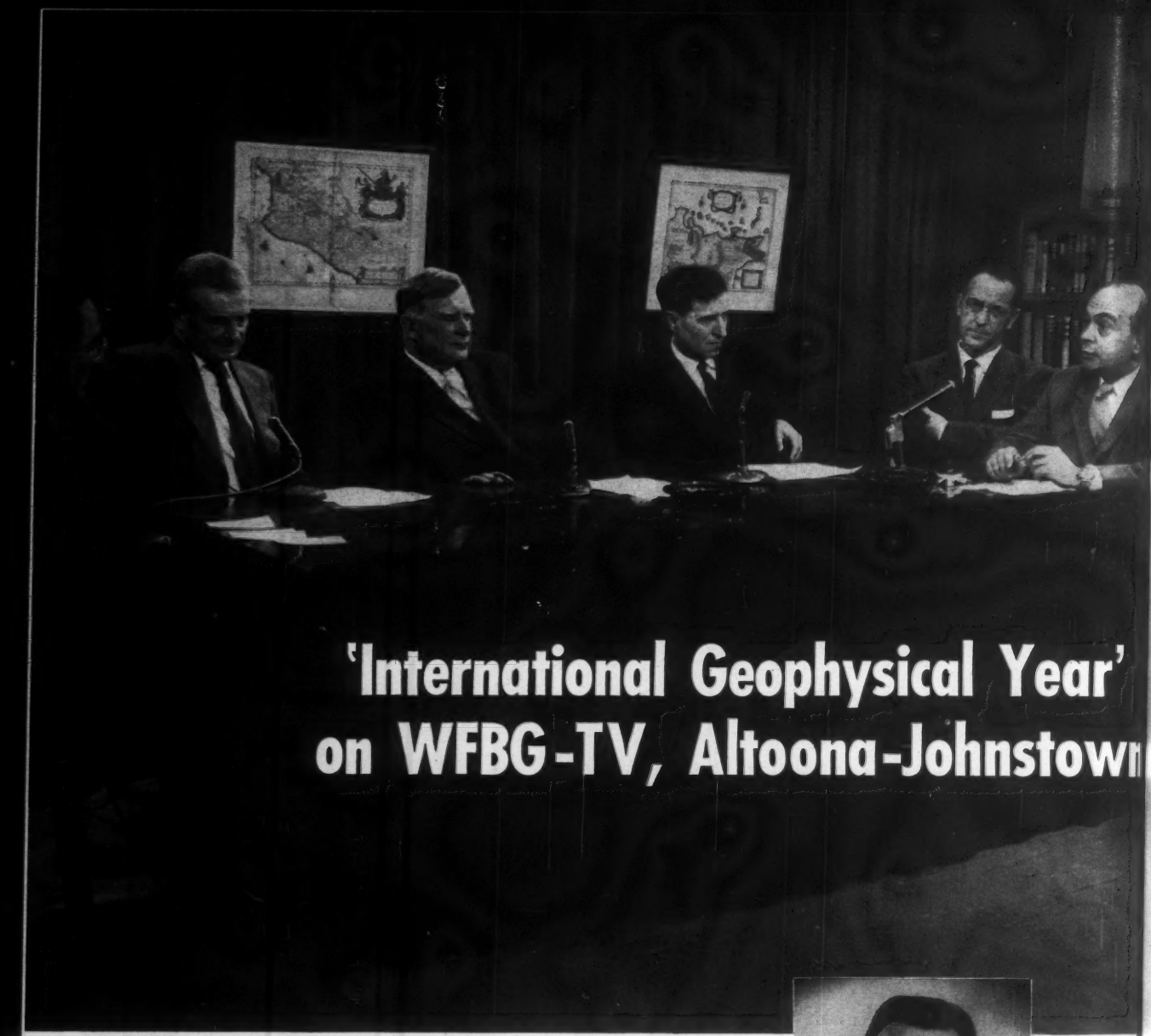
Date	Program and Time	Network	Rating
Thur., Nov. 30	**Dr. Kildaire** (8:30 p.m.)	NBC-TV	26.4
Fri., Dec. 1	**International Show Time** (7:30 p.m.)	NBC-TV	26.1
Sat., Dec. 2	**Perry Mason** (7:30 p.m.)	CBS-TV	26.6
Sun., Dec. 3	**Bonanza** (9 p.m.)	NBC-TV	28.3
Mon., Dec. 4	**Danny Thomas Show** (9 p.m.)	CBS-TV	24.4
Tue., Dec. 5	**Red Skelton Show** (9 p.m.)	CBS-TV	27.5
Wed., Dec. 6	**Wagon Train** (7:30 p.m.)	NBC-TV	28.6

Copyright 1961 American Research Bureau

NBC-TV specials bought by Contac in St. Louis

Menley & James Labs, Philadelphia, for its new Contac cold remedy product, has purchased half sponsorship in two NBC-TV specials in St. Louis only. A new tv advertiser (BROADCASTING, Oct. 9) will share time on KSD-TV St. Louis with St. Louis Pharmacists Assn. in sponsorship of *Notorious* (Dec. 10) and *The Farmer's Daughter* (Jan. 14, 1962). Special David Selznick drama shows are sponsored on the network by American Gas Assn., but the local gas company in St. Louis would not pick up a share. Agency for Menley & James is Foote, Cone & Belding, New York.


when you think
NEW YORK
RADIO
think
wmca
wmca
THE VOICE OF NEW YORK
570 kc
the strong broadcasting group
Represented by AM Radio Sales



'International Geophysical Year' on WFBG-TV, Altoona-Johnstown

WORLD LEADERS in science meet in a panel on WFBG-TV. Participating (l to r) are Dr. Eric A. Walker, president of Pennsylvania State University; Professor Sydney Chapman, Oxford University, president of the IGY Policy Committee; Professor Jean Coulomb, University of Paris; Dr. Sidney Bowhill of the Ionosphere Research Laboratory at Penn State; Dr. Arthur Waynick, Director of Ionosphere Research Laboratory at Penn State; Dr. Marcel Nicolet, Secretary General of the IGY Policy Committee and consultant to the Ionosphere Laboratory and head of the Department of Radiation of the Royal Meteorological Institute of Belgium, and a faculty member of Brussels University.

"Special telecasts like 'International Geophysical Year' are frequent on WFBG-TV. By cooperation with Pennsylvania State University, world experts are thus brought to local audiences. These experts analyze major issues...speak with authority on important events. Dealing with areas of broad interest, these telecasts have become highlights in programming, widely acclaimed throughout Central Pennsylvania! Their popularity is *important* to advertisers...and a source of *great* pride to WFBG-TV."

JOHN G. STILLI
General Manager, WFBG-TV

One of the superior productions through which creative talent and community leadership are continually building new vision into Television on stations represented by

BLAIR-TV

Bringing world leaders into the family circle

Events that shape the world's future often lose meaning through lack of expert interpretation.

Consider for example "International Geophysical Year"—one of a series of special telecasts moderated by the president of Penn State. Right into the living rooms of central Pennsylvania, it brought the learning of top scientists from France, England, Belgium, Russia and the U. S. They talked about IGY findings by their nations, and explained how IGY discoveries have increased world knowledge.

Since Triangle came to Altoona-Johnstown five years ago, WFBG-TV and Penn State have cooperated in a wide range of vitally informative telecasts. As the nation's tenth largest university, Penn State has leaders in nearly every scientific field. When important issues develop, these authorities willingly participate in prime time panels. Recent telecasts have covered Berlin, The Peace Corps, Segregation, The UN as Peacemaker, The Soviet Challenge.

On a regularly scheduled basis, WFBG-TV telecasts over five hours of educational and informational programming each week from the Penn State campus—including a series on literature, special homemaker features, and a daily agricultural telecast considered a "must" by Pennsylvania farmers.

To Blair-TV, authoritative informative programming by great stations like WFBG-TV is a constant source of inspiration. We are proud to serve more than a score of such stations in national sales.

BLAIR-TV

Televisions's first exclusive national representative, serving:

W-TEN—Albany-Schenectady-Troy
WFBG-TV—Altoona-Johnstown
WNBF-TV—Binghamton
WHDH-TV—Boston
WCPO-TV—Cincinnati
WEWS—Cleveland
WBNS-TV—Columbus
KTVT—Dallas-Ft. Worth
KOA-TV—Denver
KFRE-TV—Fresno
WNHC-TV—Hartford-New Haven
WJIM-TV—Lansing
KTTV—Los Angeles
WMCT—Memphis
WDSU-TV—New Orleans
WOW-TV—Omaha
WFIL-TV—Philadelphia
WIIC—Pittsburgh
KGW-TV—Portland
WPRO-TV—Providence
KING-TV—Seattle-Tacoma
KTVI—St. Louis
WFLA-TV—Tampa-St. Petersburg

SHELL READIES SPOT TV CAMPAIGN

But guessing game continues on amount set for newspapers

Shell Oil Co., New York, probably will use 40-second commercial announcements next month when it is expected to open a spot tv campaign in scores of markets.

Ogilvy, Benson & Mather, New York, has solicited availabilities for the prime-time announcements. It also has asked for openings in fringe time.

The new disclosures of Shell's planned activity follows closely earlier reports that tv is certain soon to receive part of the oil company's consumer advertising budget that's been pegged as high as $15 million per year but considered actually to be at a somewhat lower level (AT DEADLINE, Nov. 27). Shell in 1961 has been following its agency's recommendation to use newspapers only for consumer advertising.

The controversy caused by the uncertainty and so-called "secrecy" imposed by Shell over future advertising plans provoked the American Newspaper Publishers Assn.'s Bureau of Advertising to counterbalance reports that the oil company some weeks ago had jettisoned its newspaper advertising for the rest of this year.

In a formal statement on Nov. 24 the bureau said Shell would continue as a "heavy" newspaper advertiser in 1962 and that the company "again in 1962" would be the "biggest user of newspaper advertising in the petroleum industry."

How Big? ▪ But tv sources indicated weak spots in the bureau statement, noting that all Shell presumably would need to spend in newspaper would be some $3 million to make it the "biggest user." In 1960, it's noted, Shell spent a reported $3,145,000 in newspapers, making it the largest petroleum advertiser in that medium. But during 1960, Shell also invested about $3.5 million for outdoor advertising and about $3 million in television.

It's now reported also that Shell in the first nine months of this year showed a drop in earnings compared to other petroleum companies—the top number of which are deeply in tv.

Edward Petry & Co., New York, was among the station representation firms making presentations to OB&M on behalf of Shell activity.

The Petry presentation suggested spot tv is even better equipped now than in the past "to furnish . . . crucial elements" of broad coverage, deep penetration and massive impact in key markets in the coming sales drive.

Petry recommended both 30-second breaks and 40-second announcements which would be placed in prime time and embody a service feature: a brief weather flash using a station's top announcer followed by the sales message. The "weather breaks" in addition could be merchandised.

The Petry presentation also recommended special bulletins, without commercials, under Shell auspices in the event of unusual or dangerous weather conditions in the stations' areas.

While Shell has been on the lookout for 40-second announcements in prime time, the petroleum company also may use fringe minutes. Another oil company, Gulf Oil, through Young & Rubicam, is a user of the 40-second commercial.

Citrus unit's tv buy cuts stress on print

The controversial Florida Citrus Commission last week announced plans for a major television spot campaign (CLOSED CIRCUIT, Oct. 16) to be launched next month and to last until June.

The spot purchase, estimated at about $1 million, ended speculation that the commission was content with its role as a heavy ($3.1 million) print media user. Only a month and a half ago (Oct. 27) after a stormy session involving 25 major agencies did the commission vote to retain Benton & Bowles, its present agency.

According to Frank D. Arn, director of advertising and merchandising for the commission, the spot buy represents a sharp revision in the original plan which was to remain strong in print.

Under the plan, the commission will air spots (minutes in the mornings and 20 seconds in prime time) on 166 CBS-TV stations. In addition, a special campaign on behalf of tangerines aimed at the children's market will be pushed in major eastern and midwest areas from Jan. 8-20.

The commission is the governing body of the Florida citrus industry, composed of about 11,000 growers.

Rep appointments...

▪ Radio Caracas Television, Caracas, Venezuela: John E. Pearson Co., New York.

▪ WSRC Durham, N. C.: Continental Broadcasting, effective Jan. 1.

▪ WMOU-AM-FM Berlin, N. H.: Prestige Broadcasting, New York.

▪ WCFR Springfield, Vt.: Kettell-Carter as New England rep.

▪ WFEA Manchester, N. H.: Everett-McKinney, New York.

memo to:

Jack Green

As any Lansing listener survey for the past four years will tell you, WILS dominates the market.

- Here's one reason why the Lansing market is worth buying:

COST PER THOUSAND

26¢

based on latest Hooper (see below) and latest SRDS Spot Radio (Mar. '61)

- Here's one example how we dominate the Lansing market:

HOOPER RATING

	WILS	OTHER AM STATION
M-F 7 am-noon	61.9	23.2
M-F noon-6 pm	60.6	18.8

C. E. HOOPER, JAN.-FEB. '61

120

RADIO WILS LANSING

1320

24 HRS/DAY

5000 WATTS DAYS

1000 WATTS NIGHTS

Represented exclusively by Venard, Rintoul and McConnell

Arbitron reports to be made 'confidential'

SEILER CITES LEAKS TO NON-SUBSCRIBERS AS REASON

American Research Bureau on Dec. 7 announced that in two weeks (effective Dec. 23) its Arbitron overnight rating service will be available only on a "confidential" special order basis.

Arbitron went national on a full-time basis on Sept. 24. Since that date, ARB has supplied subscribers with national rating reports based on surveying the whole country in each time zone and in both urban and rural areas by means of meters and coincidental calling.

In announcing the modification, James W. Seiler, ARB's director, said a major factor is "the easy accessibility of non-clients" to Arbitron rating reports. CBS-TV, which has exercised an option to cancel after the first 13 weeks, reportedly has expressed concern over non-subscriber NBC-TV's ability to pick up substantial parts of the overnights for which CBS-TV paid as a subscriber. CBS-TV authorities also felt the need for speed in ratings is less a factor now than at the start of the season, and expect to reinstate their subscription to the reports next fall. ABC-TV purchased reports early in the season for selected periods.

ARB said that advertisers, agencies and networks which wish network program audience size information based on the Arbitron nationwide sample will now be able to order for any half-hour segment, daytime or evening.

Mr. Seiler said that Arbitron's expansion to a full national service has exceeded ARB's initial, highest expectations, and that decision making by advertiser, agency and network has been speeded up with "complete confidence" by 3-4 weeks, the time needed to produce the competing Nielsen national report.

Broadcast advertising executives have been curious as to how Arbitron ratings stand up to those distributed by Nielsen. The verdict generally has been left hanging until still more study of the two is conducted (BROADCASTING, Nov. 27).

Mr. Seiler indicated that still other revisions or modifications are underway preparatory to resuming Arbitron on a regular basis next fall. The instantaneous service was introduced in September 1958, when it reported to New York stations on viewing in that metropolitan area. Soon afterward, the operation was extended to include network program rating results in Baltimore, Chicago, Cleveland, Detroit, Philadelphia and Washington. Several weeks of national test runs were held last year.

RKO General researches for sales prospects

RKO General National Sales Div., New York, has initiated new customer-oriented research plans to determine the probabilities of reaching sales prospects for new programming, for network spot adjacencies, and for spots within various program types. The "customerized" approach to selling is based on a qualitative analysis of network program audiences prepared by The Pulse Inc.

According to Donald J. Quinn, director of National Sales, the rep firm can pre-determine the value of announcements and programs not only from the standpoint of how many individuals or homes are reached but in terms of actual product users reached. "For example, RKO General has recently acquired a new hour-long documentary series, *Perspective on Greatness*, which will appear on RKO General stations in the near future. By comparison with network programs having similar formats, we were able to determine the best possible list of potential clients for this show."

Business briefly...

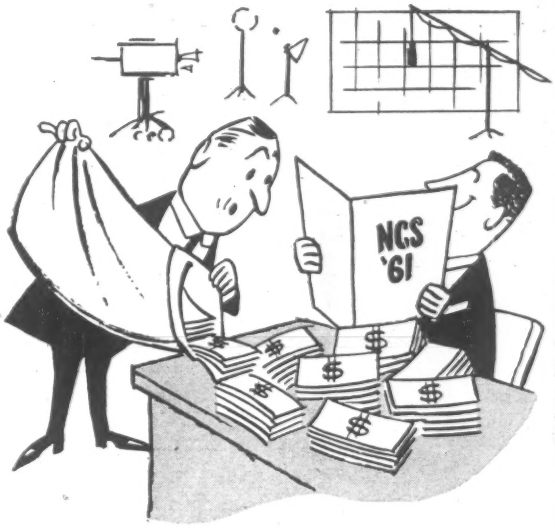
William Underwood Co., Underwood deviled ham and liver pate, Watertown, Mass., this week will start a 52-week association with ABC Radio's *Breakfast Club*, with participations on a twice-weekly basis. Agency: Kenyon & Eckhardt, Boston.

Emge Packing Co., Anderson and Ft. Branch, Ind., has begun sponsorship of regional basketball telecasts on four Indiana tv stations. The network features away games of Indiana U., Purdue U. and Butler U. Emge also will sponsor eight home Notre Dame games on WNDU-TV South Bend and will sponsor tape telecasts of five Evansville College and nine outstanding high school games. Agency: Ruben, Indianapolis.

Andrew Jergens Co., Cincinnati, has bought sponsorship in nine NBC-TV shows, including three nighttime (*Laramie, Robert Taylor's Detectives* and *International Showtime*), and six daytime programs. Agency: Cunningham & Walsh, New York.

Nu-Color Corp. of America, maker of Fabspray fabric color renewer, will use an 18-market spot tv campaign early next year. Agency: Product Services Inc., New York.

Top station managers are studying it



Successful station reps are studying it

No wonder they are so well informed

(about radio and tv station coverage and circulation)

Nielsen Coverage Service '61 gives the clearest and most accurate insight into radio and tv station coverage available today. It obsoletes all previous studies in both up-to-dateness and depth.

When station reps quote NCS '61 they are on firm ground because time buyers recognize it as authoritative . . . as acceptable proof of:

. . . size of the station's market
. . . intensity of coverage and circulation in each county
. . . loyalty of the station's audience

—all by total week, weekly day or night, average day or night

By studying NCS '61 data on their own stations (and their competitors') station operators now have definite answers to the basic questions: *How many? Where? How often?* Armed with this information, they have been able to appraise the effectiveness of their present facilities and operations—and to develop plans and policies for the future.

Call . . . wire . . . or write today for immediate delivery of the NCS '61 facts you need to establish your position in your market.

CHICAGO 1, ILLINOIS
360 N. Michigan Ave., FRanklin 2-3810

NEW YORK 22, NEW YORK
575 Lexington Ave., MUrray Hill 8-1020

MENLO PARK, CALIFORNIA
70 Willow Road, DAvenport 1-7700

HOLLYWOOD 28, CALIFORNIA
1680 N. Vine St., HOllywood 6-4391

1515

Nielsen Coverage Service

a service of A. C. Nielsen Company

2101 Howard Street, Chicago 45, Illinois • HOllycourt 5-4400

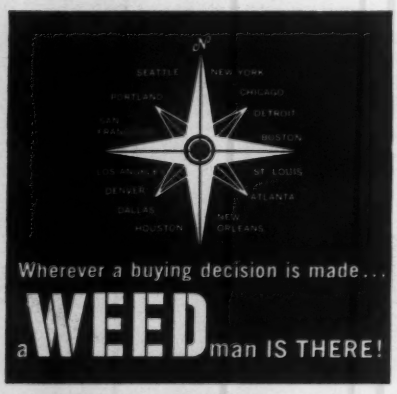
OUR GUYS ARE THERE

When a campaign is breaking...

When orders are being placed...

When decisions are being made...

With 14 Weed offices WEEDmen are on the spot daily with direct, personal salesmanship...the kind that gets the order!



RAB OUT TO SELL TEST MARKET PLAN

Support sought in 30 cities for $18 million sales campaign

Radio Advertising Bureau executives will set out this week on the first of three whirlwind series of meetings to solicit radio station support of their new Test Market Plan for boosting national radio sales $30 million in 18 months (BROADCASTING, Dec. 4).

Both members and non-members of RAB in 11 cities have been invited to meet with president Kevin B. Sweeney and other RAB executives in a series of meetings spread over 4,000 miles in five days. To accommodate the tight travel schedule some of the meetings have been scheduled at airport motels.

Potential TMP cities where this week's meetings will be held are, in order, Boston, Philadelphia, Cincinnati, Chicago, Milwaukee, Kansas City, St. Louis, Detroit, Cleveland, Pittsburgh and Washington. Two other week-long tours are scheduled a little later.

In all, RAB expects to confer with more than 300 stations in about 40 markets. Out of this group the bureau hopes to line up perhaps 30 markets in which (1) there is sufficient RAB membership and (2) members have signed agreements authorizing participation in the plan.

The TMP blueprint calls for RAB presentations to major (top 100) national advertisers in which research to measure sales effectiveness will be provided by RAB if necessary to prove the case for radio. Stations in the test markets help to finance the research by paying 10% of their TMP billings to RAB.

Expensive ▪ RAB authorities said a market will not be chosen for inclusion among the expected 30 TMP cities unless the majority of stations in that market are RAB members, "because TMP research is expensive and cannot be justified unless there are sufficient stations participating to cover most of the cost of doing the research in that market."

RAB hopes to have enough test markets set by mid-January for the TMP operation to begin then.

Mr. Sweeney said, "Many stations have already heard about TMP during our management conferences this fall," and "from the unanimous approval we got from them, we anticipate the station reaction will be strongly positive."

In their meetings with stations, Mr. Sweeney and his associates will explain in detail what TMP represents. The stations will see condensed versions of two TMP presentations which have been used with national advertisers and also will be given a slide presentation on details of the TMP plan. On various legs of his tour Mr. Sweeney will be joined by Patrick E. Rheaume, director of member development for RAB, and Maurice (Doc) Fidler, manager of member development.

Agency appointments...

▪ B. D. Howes & Son, Pasadena, appoints Hixson & Jorgensen, that city.

▪ J. Nelson Prewitt Inc., Rochester, N. Y., manufacturers of children's bath aid, Matey, has appointed Arthur Meyerhoff Assoc., Chicago.

▪ Oregon Div., Safeway Stores Inc., Portland, Ore., appoints Clenaghen & Mount Adv., that city.

ADVERTISING SPEAKS

Agencies accent contribution radio, other media have made

A resounding endorsement for advertising in general, and radio advertising by inference, is the bumper crop reaped by the CBS Radio-owned stations through their "Advertising Speaks for Itself" campaign. Since the campaign was launched last Aug. 20 by Fred Ruegg, CBS Radio vice president, one-minute tapes on advertising solicited from among the top 100 agencies have been coming in and been played regularly on each of the CBS stations.

Mr. Ruegg invited the agencies to submit scripts that would "deliver a message to the people of America about the positive contribution advertising is making to our society: its role in the building of our economy, its success in raising our standard of living, its ability to get people and 'things' together . . . ."

Each agency was asked to submit a one-minute statement, on tape or on disc, and in any form. The message is broadcast 12 times on each of the seven CBS-owned radio stations (WCBS New York, WBBM Chicago, WCAU Philadelphia, WEEI Boston, KMOX St. Louis, KCBS San Francisco and KNX Los Angeles).

Approaches to advertising taken by the individual agencies were diverse, as the following samples indicate:

▪ "Advertising helps Americans enjoy the world's highest standard of living."

▪ "That's why advertising doesn't cost you, the consumer, a dime. No, advertising *saves* you money . . . on everything you buy."

▪ ". . . Buying depends on advertising. Without advertising, this cycle, which has made America's standard of

SCHOOL OF HARD KNOCKS? The school must be built. To accommodate the new (and much needed) campus of the University of Illinois, some fifty acres of dwellings marked for clearance in downtown Chicago must be razed. For many households, the cost in human hardship will be great. Particularly in the case of families being evicted from homes recently renovated, at considerable expense, on specific instructions from the city. WBBM-TV believes that greater coordination in city planning could have spared sacrifice and heartbreak for many people, and said so in a prime-time documentary-editorial, "The Price of Progress"... one more example of crusading, no-holds-barred local television fare that has become a WBBM-TV trademark.

People who value their time find more worth watching on WBBM-TV. Which is why time is so valuable on Television 2, Chicago's top-rated station for 77 straight Nielsens. TELEVISION 2, CHICAGO · CBS OWNED **WBBM-TV**

Half a century ago, before the advent of television, entertainment and cultural opportunities were limited in scope and available only to a comparative few. Today, in sharp contrast, WGAL-TV regularly presents worthwhile educational, cultural, and religious programs; accurate and informative news and sports coverage; as well as the finest in entertainment, all of which enriches the lives of many thousands of men, women, and children in the WGAL-TV viewing audience.

WGAL-TV
Channel 8

Lancaster, Pa.
NBC and CBS
STEINMAN STATION
Clair McCollough, Pres.

Representative: The MEEKER Company, Inc. New York • Chicago • Los Angeles • San Francisco

living the highest in the world, would collapse."

▪ (By man who invents shoelace that won't break): ". . . I'll start a business telling millions about my new shoelace! . . . I'll expand; tell people about other products *just* made for them. . . . I've done it twice in one day! I created a new industry. . . ." (woman): "We have it, Herman. It's called advertising."

▪ "Without advertising, these goods would be cloaked in a gray anonymity that would make intelligent selection almost impossible."

▪ "Advertising! A darn nice thing to have around!"

Here are the agencies originating the scripts from which the foregoing excerpts were taken, in the same order with dates of broadcast: Young & Rubicam (George Gribbin, president), Sept. 24-30; Buchen Adv. (Leon Morgan, president), Oct. 20-Nov. 4; Klau-Van Pietersom-Dunlap Inc., Sept. 10-16; Leo Burnett Co., Aug. 20-26; J. M. Mathes Inc. (W. T. Okie, president), Aug. 27- Sept. 2, and Campbell-Ewald, Sept. 17-23.

Some agencies also took cognizance of the medium used for the message in the institutional spot. Mr. Gribbin of Y&R for example, said in part:

". . . I am using one of the most dramatic forms of communication—radio. Radio is one of our most convenient and effective means for keeping in touch with news, world affairs, sports, weather, music.

"Radio is also a most economical way of communicating news about the goods and services which business produces for our convenience and good health, which is—in a word—*advertising*."

NIELSEN

Second report for November 1961
(Based on two weeks ending Nov. 19, 1961)
NIELSEN TOTAL AUDIENCE (†)

Rank		Rating % U.S. TV Homes	No. Homes (000)
1	**Wagon Train**	39.6	18,572
2	**Bonanza**	33.2	15,571
3	**Ed Sullivan Show**	32.9	15,430
4	**Perry Mason Show**	31.5	14,774
5	**Sing Along With Mitch**	31.1	14,586
6	**Walt Disney**	30.6	14,351
7	**Perry Como**	30.5	14,305
8	**Rawhide**	29.7	13,929
9	**Andy Griffith Show**	29.2	13,695
10	**Sat. Night at Movies**	28.6	13,413

NIELSEN AVERAGE AUDIENCE (‡)

Rank		Rating % U.S. TV Homes	No. Homes (000)
1	**Wagon Train**	33.9	15,899
2	**Bonanza**	28.7	13,460
3	**Perry Mason Show**	27.5	12,898
4	**Andy Griffith Show**	27.2	12,757
5	**Real McCoys**	26.8	12,569
6	**Danny Thomas Show**	25.6	12,006
	My Three Sons	25.6	12,006
7	**Gunsmoke**	25.5	11,960
8	**Red Skelton Show**	25.4	11,913
	Dennis the Menace	25.4	11,913
9	**Lassie**	25.2	11,819
10	**Rawhide**	24.8	11,631

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.
(‡) Homes reached during the average minute of the program.
Copyright 1961 by A. C. Nielsen Co.

Background: The following programs, in alphabetical order, appear in this week's BROADCASTING tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Bonanza (NBC-178); Chevrolet (Campbell-Ewald), Sun., 9-10 p.m.
Perry Como (NBC-168); Kraft (JWT), Wed., 9-10 p.m.
Dennis the Menace (CBS-176); Kellogg (Burnett), Best Foods (GB&B), Sun., 7:30-8 p.m.
Walt Disney (NBC-182); RCA (JWT), Eastman Kodak (JWT), Sun., 7:30-8:30 p.m.
Andy Griffith Show (CBS-181); General Foods (B&B), Mon., 9:30-10 p.m.
Gunsmoke (CBS-199); Liggett & Myers (D-F-S), S. C. Johnson (FC&B), Remington Rand (Y&R), General Foods (B&B), Sat., 10-11 p.m.
Lassie (CBS-139), Campbell Soup (BBDO), Sun., 7-7:30 p.m.
Perry Mason (CBS-185); Colgate (Bates), Drackett (Y&R), Philip Morris (Burnett), Sterling Drug (D-F-S), Quaker Oats (JWT), Sat., 7:30-8:30 p.m.
My Three Sons (ABC-207); Chevrolet (C-E), Thur., 9-9:30 p.m.
Rawhide (CBS-190); General Foods (B&B), Bristol-Myers (Y&R), Colgate (L&N), Drackett (Y&R), National Biscuit (M-E), Philip Morris (Burnett), Fri., 7:30-8:30 p.m.
Real McCoys (ABC-171); P&G (Compton), Thur., 8:30-9 p.m.
Saturday Night at the Movies (NBC-132); R. J. Reynolds, Union Carbide and Thos. Leeming (All Esty), Maybelline (Post & Morr), Lanolin Plus (Daniel & Charles), Noxzema (SSC&B), International Latex (Bates), Chemstrand (DDB), Sat., 9 p.m.-conclusion.
Sing Along With Mitch (NBC-171); Ballantine (Esty), Buick (Burnett), R. J. Reynolds (Esty), Thur., 10-11 p.m.
Red Skelton (CBS-195); S. C. Johnson (FC&B), Corn Products (GB&B), Tue., 9-9:30 p.m.
Ed Sullivan (CBS-189); Colgate-Palmolive (Bates), P. Lorillard (L&N), Revlon (Grey), Sun., 8-9 p.m.
Danny Thomas Show (CBS-179); General Foods (B&B), Mon., 9-9:30 p.m.
Wagon Train (NBC-186); R. J. Reynolds (Esty), National Biscuit (M-E), Wed., 7:30-8:30 p.m.

Creeping lion claws his ABC-TV handlers

A controversial episode of *Bus Stop* on ABC-TV lost three of its regular advertisers and came to an abrupt halt in an estimated 25 markets on Dec. 3 (9-10 p.m. EST).

The advertisers—Singer Sewing Machine, Johnson & Johnson and Brown & Williamson—left the show for that week only, while one advertiser (Warner Bros.) came on for that episode only. The tv program in question was "A Lion Walks Among Us," starring rock 'n' roll singer Fabian.

Among the stations reported to have declined the program's telecast: Triangle stations WFIL-TV Philadelphia, WNHC-TV New Haven, and WLYH-TV Lebanon, Pa.; WNAC-TV Boston and WHBQ-TV Memphis, both RKO General; Taft stations WKRC-TV Cincinnati, WTVN (TV) Columbus, Ohio, WKYT (TV) Lexington, Ky., and WBRC-TV Birmingham, Ala.; Crosley stations WLWI (TV) Indianapolis, WLWD (TV) Dayton, and WLWA (TV) Atlanta; KMBC-TV Kansas City, WMTW-TV Poland Spring, Me., WSIX-TV Nashville, and WJZ-TV Baltimore, which begins showing *Bus Stop* later in the season, reportedly will omit the Fabian episode.

No Tame Lion ▪ The storyline deals with an 18-year-old amoral delinquent played by Fabian. The boy apparently murders gratuitously for the fun of it, softly whistling a tune after both killings.

It was indicated that the show's ratings that night were high despite heavy advertiser, station and viewer resistance, and that ABC-TV apparently felt the program would strengthen the series in its Sunday period. Time ordinarily devoted to the pulled commercials was turned over to promoting the series itself.

Early in this, its initial season, *Bus Stop*, hit a road block in Asheville, N.C., where WLOS-TV canceled a single program and then reinstated it the next week, moving it up to a later hour (10-11 p.m.). The station's vice president-general manager, Theodore A. Eiland, wired the network he felt the continuation of a show of "questionable moral integrity" in a children's viewing time would "jeopardize" the station's and the network's acceptance in the area.

Denver agency changes

Galen E. Broyles Co., 28-year-old Denver advertising and public relations agency, last week announced a change in its corporate name to Broyles, Allebaugh & Davis.

At the same time the firm moved into its enlarged quarters at 200 Clayton St. The agency employs 27 people and bills more than $2 million annually.

The three principals are Frank I. Allebaugh, president; Galen E. Broyles, board chairman, and Claude E. Davis, executive vice president.

NETWORKS SEEK PROFIT EQUALIZER

NBC joins ABC, CBS in search for way to bring their revenues in better balance with soaring incomes of affiliate stations

All three television networks are worried about being caught in a profit squeeze. Signs are that all will seek revisions of their payments to affiliated stations.

The subject was discussed openly last week by Robert W. Sarnoff, NBC chairman, in a major speech to an NBC affiliates convention. He said there was a "striking and growing economic imbalance" between the profits of the networks and the profits of their affiliates. He did not prescribe a solution, but he said one must be found.

The same subject was discussed at length, it was learned last week, at a private meeting of ABC officials and the board of governors of the ABC-TV Affiliates Assn. in Los Angeles some two months ago. Again, the network made no specific proposals, but Oliver Treyz, ABC-TV president, suggested that affiliates might be asked to share the risks of network program development by accepting lower compensation (see box below).

Of the three networks only CBS-TV so far has come up with a modification of its schedules of station payment. Last spring it introduced a new incentive compensation plan that was intended to stabilize network fiscal operations by encouraging stations to clear more network shows. The plan has come under attack by the FCC (see story page 82).

Downs and Ups ▪ All three networks have called attention to the dwindling profits of network operations and the rising profits that stations have enjoyed.

In 1960, according to FCC reports, all three networks took in total revenues of $494.8 million from network operations and had a total profit of $33.6 million before taxes for a profit-to-revenue ratio of 6.7%. The year before total network revenues were $438.5 million and profits $32 million or 7.3%.

In 1960 television stations (not counting those owned by networks) had total revenues of $627.9 million and profits of $148.9 million for a profit-to-revenue ratio of 23.7%. The year before the figures were $587.8 million revenue, $134.4 million profit and

Station compensation plan obsolete, ABC-TV tells affiliates

ABC-TV officials believe that the current method of station compensation in the three-network economy is "obsolete."

This view was expressed by Oliver Treyz, ABC-TV president, last Sept. 28 in a hitherto undisclosed discussion at a meeting of ABC's top command with the board of governors of the ABC-TV Affiliates Assn. in Los Angeles.

Minutes of the meeting were released to BROADCASTING last week by John F. Dille Jr., WSJV (TV) South Bend-Elkhart, chairman of the ABC affiliates board, following the keynote speech of Robert W. Sarnoff, NBC board chairman, at the NBC-TV affiliates meeting (see story above). Mr. Dille attended the NBC meeting as president of WKJG-TV Fort Wayne, Ind. The ABC minutes, he said, were distributed to all members of the ABC association.

Mr. Dille said there was a "remarkable similarity" between the observations of Messrs. Treyz and Sarnoff, although they were made more than two months apart. He said reaction of ABC-TV affiliates had not yet been solicited and that no plans have been made for further conversations with the network.

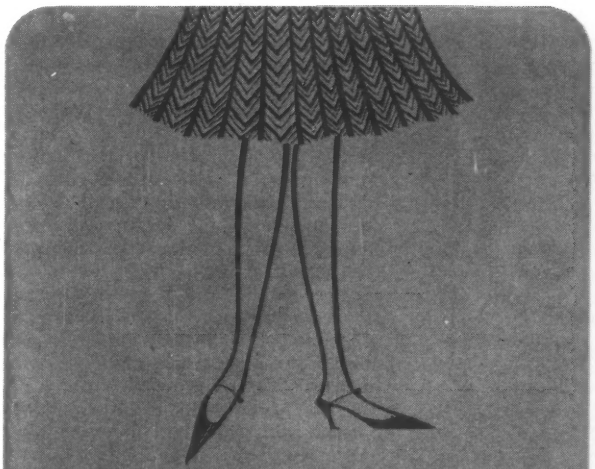
Pertinent portions of the minutes of the ABC-TV affiliates session, prepared by ABC-TV follow:

"Mr. Treyz spoke of the need for a healthy balance between the revenues of stations and networks, pointing out that there is a very definite existing trend of station profits going up and network profits going down. He cited as one of the reasons the area of public service where the network is investing an ever increasing amount of money and incurring a large financial loss. He suggested it might be possible to ease this particular burden for the network through lower compensation for this type of programming. This was not put forth as a proposal, but rather as a thought in connection with the problem . . .

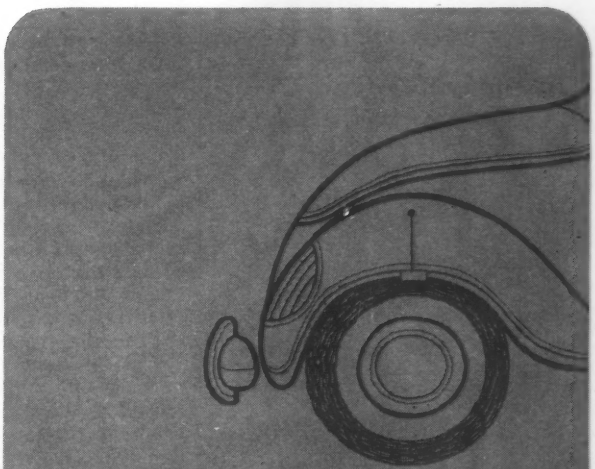
"Mr. Dille advised Mr. Treyz that while the board would be happy to discuss this problem, it would be impossible for them, in their elective position, to make any firm commitments to the network. Mr. Treyz and Mr. Barnathan [Julius Barnathan, vice president, affiliated stations, ABC] emphasized to the stations that the initial gold rush for station operators is over and that a more normal profit and loss relationship must now exist, and that we are approaching a point where we must more seriously consider the profit relationship. The question was raised as to whether we might not be able to save money by limiting the expansion of our schedule into new time periods and Mr. Goldenson [Leonard Goldenson, president, AB-PT] advised the stations that our expansion has been based on the continuing demand to become fully competitive and that this expansion will continue until such time as we have achieved this goal. In this three-network economy with program and time prices fluctuating based on competitive situations, the only factor remaining rigid is station compensation. Therefore, it is the network's belief that the current method is obsolete based on today's economics and that we would be a stronger network if we had some flexibility in the area of station compensation.

"Mr. Barnathan fully explained to the affiliates the present CBS compensation plan [see story page 82] and pointed out that in essence, it is a reduction in compensation due to the penalties of non-clearance and the clock hour payment rather than unit hour payment. NBC has lowered its compensation payments (daytime and nighttime). ABC-TV is caught in the middle in this squeeze and the question is raised as to how we can effectively compete, having less income and paying more compensation. In reply to a question as to whether ABC was suggesting a cut in compensation, Mr. Treyz replied that we would certainly entertain such a reduction in the top 25 markets."

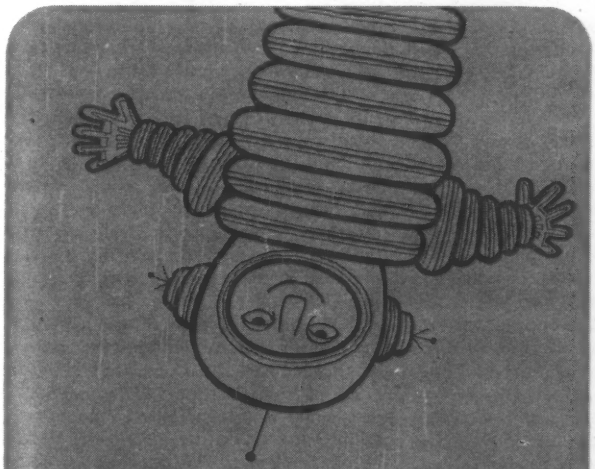
NEXT YEAR WATCH...



women's skirts — they'll go up an inch



small cars — there'll be more of them



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22.8% profit-to-revenue ratio.

The network economy has been substantially bolstered by income from the stations that the networks own. In 1960 the owned stations as a group took in $145.9 million revenue and earned $61.6 million before taxes for a profit-to-revenue ratio of slightly more than 40%. The year before the figures were $137.6 million revenue, $55.9 million profit and 40% profit-to-revenue.

In his speech to his affiliates last week Mr. Sarnoff described the importance of the income from NBC's owned stations. "There is no question," he said, "that this [network] service will be impaired if the networks' risks and costs keep growing while their return keeps shrinking. Indeed the service could never have reached its present level if the networks had not been able and willing to apply earnings of their owned stations to support the weakening underpinning of networking itself."

Birthday Surprise ▪ Mr. Sarnoff's presentation jolted the 200 NBC-TV affiliates who, with radio affiliates, had assembled to celebrate the network's 35th birthday party at the Beverly Hilton hotel in Beverly Hills, Calif. (For other coverage of the meeting see following pages.)

Jack Harris, KPRC-TV Houston, immediately called a meeting of the NBC-TV Affiliates Board of Delegates to discuss the Sarnoff address. No formal statement was issued. Individual affiliates praised Mr. Sarnoff's bold approach to government intrusion in programming (see page 57) as well as the advances made by the network in ratings and revenues.

But there was no joy among the board members in regard to the network compensation analysis. It was felt that until NBC implements a plan it would be fruitless to discuss board reaction.

Once a plan is evolved, however, the board will call a special meeting of its affiliates and presumably will appoint a committee to discuss procedures with NBC. There was the thought that changes in traditional compensation arrangements might be unnecessary if existing "exorbitant" discount structures were remedied and if economies in network costs could be effected through cutbacks in prime-time programming.

Network Minutes ▪ Before he broached the compensation problem, Mr. Sarnoff cited the spread of the minute participations as a unit of network sale—a development that has aroused affiliate concern because of its effect on national spot (non-network) business. "Whether we like it or not," Mr. Sarnoff said, "it has developed as a result of rising costs and energetic competition both within network television and from other media. Although it places a particular burden on the networks, it is a necessary reaction to the demands of the marketplace."

Editorializing defined

There's really only one rule in the NBC news department, newsman Sander Vanocur told the NBC radio affiliates Wednesday morning: "Analysis is what your boss agrees with. Editorializing is what he doesn't agree with."

In 1960, Mr. Sarnoff said, FCC official figures showed revenues of $1.3 billion and profits before taxes of $244 million for all television networks and stations. But these figures revealed what he described as "disturbing symptoms."

"During the five years ending in 1960, the combined pre-tax profits of the three television networks dropped 22% while the profits of the stations went up 44%," Mr. Sarnoff said.

"These are symptoms of genuine concern to the whole industry, because they threaten a serious weakening of the network system upon which the viewing public and the entire television economy depends. They demand sober diagnosis and treatment in any attempt to plan responsibility for the industry's future growth."

Costs Mount ▪ The networks, Mr. Sarnoff said, have had to bear "more and more of the mounting costs of the improving service of news, information and entertainment they offer stations —costs which cannot be recovered in their entirety from advertisers. Over the past five years, the unrecovered program costs of the three networks have climbed to the enormous 1960 figure of $118 million—an increase in NBC's case of almost 80%.

"The only source on which networks can draw to meet this huge deficit is their revenue from time sales. And although network gross time sales have been rising year by year...this increase has been substantially offset by an almost 100% increase in discounts over the past five years, dictated by the economic realities of an intensely competitive market.

"On the other side of the equation, the stations share neither the burden of the networks' unrecovered program costs nor the burden of the networks' discounts. Yet these two elements contribute directly to the increase in station earnings. For it is network program costs that underlie the service supporting the stations' spot revenue; and it is network discounts that help maintain the gross billings on which compensation to stations—their other main source of revenue—is based.

"It is not hard to see why the networks are grossing more now but enjoying it less. "

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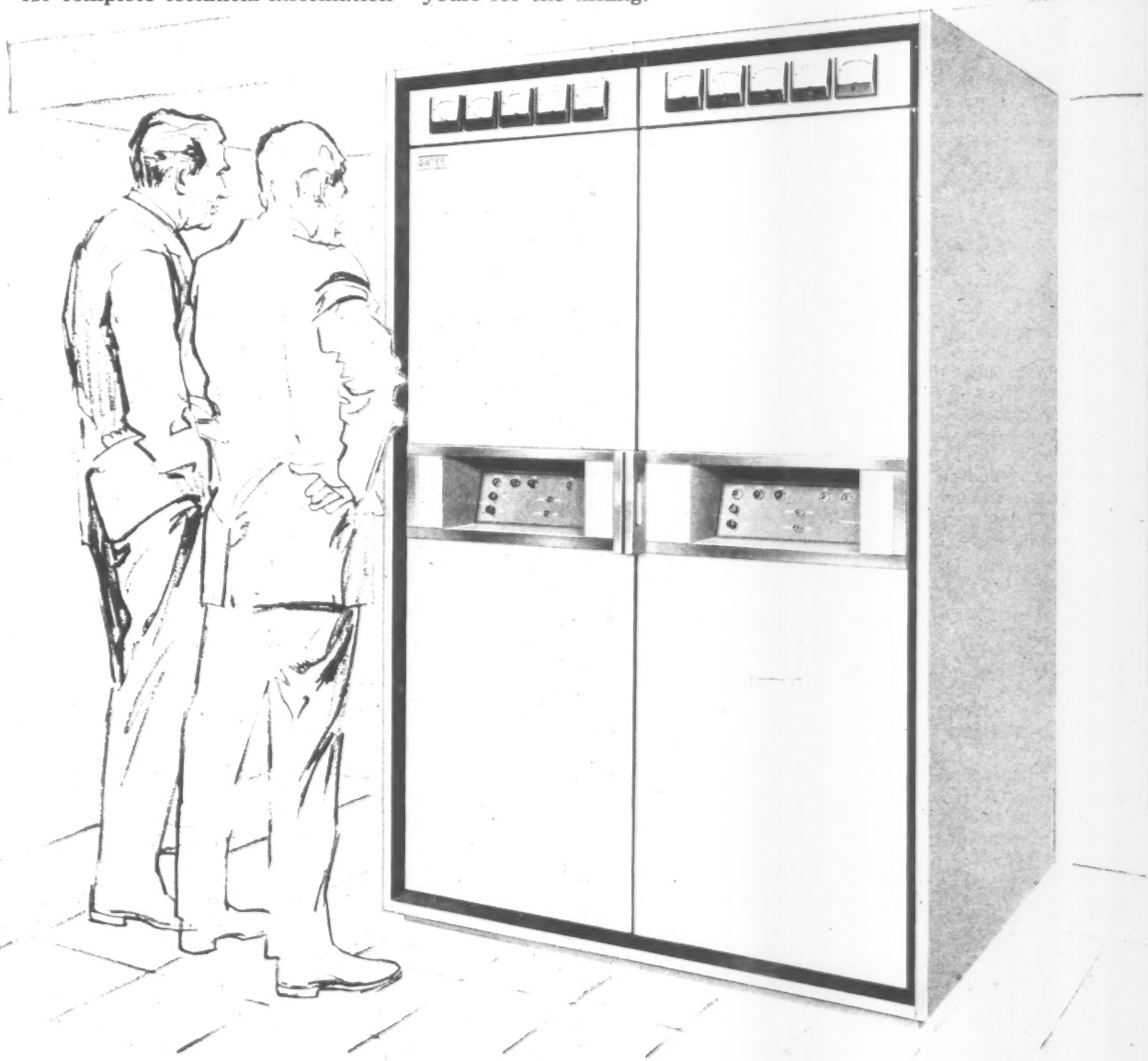

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Now television begins to fight back

STANTON, SARNOFF OPEN THE CASE AGAINST GOVERNMENT CONTROL

Two of the most important men in broadcasting stood up last week to slug it out with government authorities who seek to move in on television programming.

In major addresses Frank Stanton, CBS president, and Robert W. Sarnoff, NBC chairman, set the theme for an industry counteroffensive against the drive for intensified government control.

By coincidence both speeches were made the same day, Dec. 7, but they were delivered in vastly different circumstances. Dr. Stanton presented a Benjamin Franklin lecture at the U. of Pennsylvania. Mr. Sarnoff spoke at a convention of NBC affiliates in Beverly Hills.

Dr. Stanton devoted his entire address to the subject of broadcast freedom. Mr. Sarnoff treated that as one of three subjects in his speech to his affiliates (for other coverage of his speech see page 52).

Neither mentioned FCC Chairman Newton Minow by name, but there was no doubt that he and his policies were the targets. Together the two speeches added up to the strongest, most clearly reasoned argument any broadcast leader has yet presented in opposition to the rising tide of criticism that Mr. Minow has both stimulated and exemplified.

Condensed texts of both speeches follow, Dr. Stanton's first.

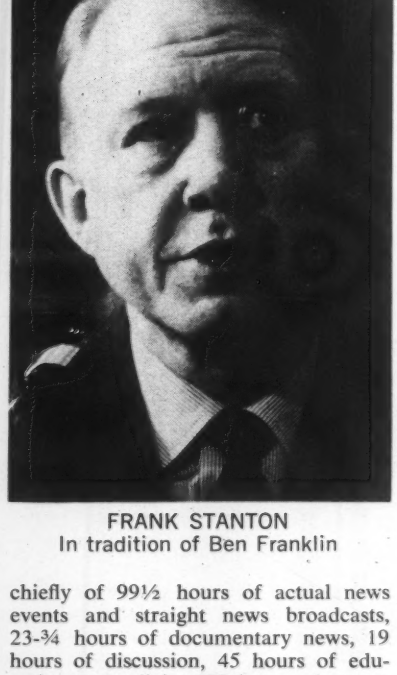
STANTON ON FREEDOM

TODAY television is very nearly at the beginning of its international era. It has, I think, an enormous potential contribution to make towards world order. But American television faces that era with many unresolved problems. It is, of course, inevitable that a medium that has grown so fast should create unique problems just as it has presented unique opportunities.

Some of them are transitory in nature. Some are fundamental. In an impatient society, hard pressed with the ugly potentials of a cold war, these fundamental problems can invite dangerously precipitous solutions, superficially attractive perhaps but full of land mines.

Chief among these fundamental problems is the arrival at standards for programming. Whose standards should they be? How should they be determined? Can you trust the people to know what is good for them? Or must they be told by some authority? I want to discuss this problem against the total context—social, cultural, economic and political—in which television must function, and against the background of a free society that has been particularly alert to abridgements of the freedom of communications—whether of the press, of speech, of assembly, or of any extension of these that technical developments since the Bill of Rights have made possible.

THE volume and variety of programming produced by the three television networks are, I think, wholly without precedent in the history of communications. In the month of November, for example, the three networks provided their affiliates with over 1,000 hours of programming. This consisted



FRANK STANTON
In tradition of Ben Franklin

chiefly of 99½ hours of actual news events and straight news broadcasts, 23-¾ hours of documentary news, 19 hours of discussion, 45 hours of education and religion, 77 hours of sports, 63¼ hours of general drama, 8 hours of panel shows, 84 hours of situation comedy, 41½ hours of variety, 84-¾ hours of serial drama, and 74-¾ hours of children's programs. Of the total, 56 hours were mysteries and 60½ hours were westerns—a combined total of 11% of all the programming.

The range of subjects and material that appeared on the three networks in November was extremely wide. There were biographical studies of such diverse men as U. S. Grant and Vincent Van Gogh, Al Smith and Sinclair Lewis. There were several special half-hour biographies of Speaker Sam Rayburn. There were long reports on such countries as Germany, Spain, Yugoslavia, and France. There were interviews with men representing a provocative cross section of the world today: Prime Minister Nehru, Igor Stravinsky, Hugh Gaitskell, John Kenneth Galbraith, Bertrand Russell. Full-length dramatic productions included Hans Conried and Jane Wyatt in *Little Lost Sheep,* Julie Harris in *Victoria Regina,* and Fred Astaire in *Moment of Decision.*

It is true, of course, that much of the television fare of the month was light. But most fiction published every month is light reading. It is relevant to remember, too, that of the hundreds of popular magazines published in this country, only four are news magazines and only four more are of generally serious editorial content. And many Sunday newspapers, with from 16 to 18 pages devoted to sports and amusements, have a single page devoted to editorials and a single column to education.

Like the magazines and newspapers, television fills a dual role of entertaining and informing, diverting and instructing, relaxing and stimulating. There are those, I am sure, who would have television exclusively informative and instructive. There are those, too, who would have it exclusively entertaining and diverting. Despite this diversity of taste, somebody has to set standards. Broadcasters have turned to the general public.

I DON'T know any satisfactory or democratic alternative to letting the people set the standards of programming by the simple act of accepting or rejecting what is offered. It has been said that the public is getting no choice of kinds of television fare, but with rare exceptions in the schedules this is simply not the case. It has also been said—contradictory as it may sound—that television is ruled by two tyrannies: the tyranny of the majority, and the tyranny of the mercantilists; that, on the one hand, its sole purpose is to drug the great mass of citizens and, on the other hand, it is the tool exclusively of greedy men who will foist anything on the public if it will serve their purpose in selling things that nobody wants.

The tyranny of the majority is, of course, a classical dilemma of the democratic state. It has been asserted from ancient times that it leads to a rule of mediocrity, or even of the lowest common denominator. It seems to

me that the American political experience—and I believe also the American social and cultural experiences—have minimized this danger by a widely respected recognition of the rights and interests of minorities.

The unique problem in this respect with regard to television is that both because of the technical limitations on the number of channels and because of the economic demands of the medium, it is impossible to have separate channels to serve every worthwhile minority whatever its size.

Television is concerned with the relative size of cultural minorities, because television has a primary responsibility to serve more than quantitatively minute minorities. It is unlikely that we will do anything to stimulate discussion of the use of classical images in early eighteenth century poetry—although I am quite sure that somewhere there are several passionately dedicated students of the subject. But we would do something about the general subject of art in American life, even though an overwhelming share of the audience is not interested.

We all know that many programs will not attract a large share of the viewers watching television at the time that they are on the air. They are broadcast because the interests of significant minorities are recognized by broadcasters. But the broadcasters are thoroughly justified, under any principles of cultural democracy, in basing such recognition to some extent on reasonable assurance that the program is not so specialized as virtually to black out the station. In fact, responsible programming should have the opposite effect and invite the many to come in with the interested few—and get something out of it.

THE blanket charge that the trouble with television is that it permits the tyrannizing of the public by the manufacturers of consumer goods and their advertising agencies—in league with the broadcasters and in contempt of any except mercantile values—seems to me to impede any useful discussion.

The advertiser has no immunity from the verdict of the public. Every time his program is on the air, it is submitted to the viewer's vote. If it lost or never attained that vote, it would go off the air with absolute inevitability. And so again we get back to the fundamental question: Should it be the public or should it be some authority—whether in the government or a czar in the industry or some independent commission—that makes the verdict?

The public verdict is, I have no doubt, the safest and surest, the most valid and most enduring, one. But it has its price. It is less swift and less

Stanton continued on page 58

SARNOFF ON FREEDOM

TELEVISION has been bringing a nation the gift of laughter, the spell of dreams and the weapon of knowledge. Its success is reflected in the rising level of America's tastes and interests, information and unity. We have awakened tens of millions of Americans to the treasures of new cultural experience; we have broadened the scope of their awareness and stimulated their curiosity about the world. While building the largest audience in history, we have helped significantly, in my opinion, to draw Americans in unprecedented numbers to libraries, concerts, museums and the corner newsstand. Certainly no fair observer would dispute that we have played a key role in drawing them in unprecedented numbers to the nation's polling places, better informed about the candidates and issues than ever before.

Despite the advances we have scored,

ROBERT SARNOFF
In defense of free radio-tv

nothing has thrived more vigorously within broadcasting than the criticism on the outside. It can be wrong-headed and carried to excess, just as—let's face it—television itself can sometimes be. Yet much of it plays a useful and legitimate role in the free marketplace of opinion.

But when criticism comes—pointedly and suggestively—from the voice of governmental authority, speaking softly but carrying a big hint, at what point does criticism become coercion; where does freedom leave off and interference begin?

SOME would interfere with no more than a lifted eyebrow, using it as a kind of semaphore to wag this program type off the air and signal more time for that one. I believe this is a dangerous, mistaken and illiberal doctrine.

It is illiberal because it is based on the belief that the end justifies the means —that goals prescribed by those in authority are more valuable and important than freedom itself.

It is mistaken because it assumes that viewing can take place without the consent of the viewers—that a mass audience will just sit there and watch regardless of what is on the screen.

It is mistaken also because it presumes to set up standards as to what is worthy and what is not. This is a mistake that Justice William O. Douglas has described in these words: 'Under our system of government there is an accommodation for the widest varieties of tastes and ideas. What is good literature, what has educational value, what is refined public information, what is good art, varies with individuals as it does from one generatoin to another . . . From the multitude of competing offerings the public will pick and choose. What seems to one to be trash may have for others fleeting or even enduring values.'

Finally, any doctrine of coercion is dangerous because even if it could be administered with impeccable intentions and flawless wisdom, it creates a precedent that could be disastrous in the hands of some future authority who might be unwise, ill-intentioned or both.

It is not enough to be well-meaning. In fact, good intentions on the part of an encroaching authority may well be more dangerous than bad ones. Justice Brandis put it this way: "Experience should teach us to be most on our guard to protect liberty where the government's purposes are beneficent."

I CANNOT quarrel with the objectives underlying the pointed proposals that have been issuing steadily from Washington. Certainly for the most part, they are objectives that every responsible broadcaster will embrace and, indeed, has long tried to serve. They are such goals as more and better programs in the fields of news, information and culture for the general audience and improved programming designed for children.

We agree on these goals. Where we differ is in the method with which it is proper and possible to achieve them. In my view, to win them securely while meeting the obligations of a mass medium takes time, patience and enormous creative resourcefulness in the art of wooing an audience. In the last analysis, it takes the response of the audience itself.

Even if the government could force programs to its prescription, it could not force the public to watch the prescribed programs. Neither can the networks, the stations, the sponsors, the

Sarnoff continued on page 58

STANTON ON FREEDOM

Continued from page 57

efficient, but it shares such limitations with all other procedural aspects of the democratic life. We in America have over and over again faced that particular dilemma, and we have refused to put a premium on speed and efficiency at any cost.

A decade from now, if the public verdict prevails, television will be unrecognizable from what we have today. The medium will change because there is a constant, slow but inevitable upward movement in the standards and interests and capacities of a free people. If we say that it is not so, if we start making exceptions, we are losing faith in the democratic dynamic. If we liken the mass of people and their ability to make their own decisions to unsupervised children and their desire for a constant diet of sweets, we are striking at the heart of what a democracy is all about—that the people, whatever their temporary errors or inadequacies, are, in the long run, the best judges of their own interests, and that they will make themselves heard.

IN a pluralistic society like ours there are a great many additional built-in safeguards against persistent excesses. These are far more effective over the long haul than paternal authority. The variety of pressures that make themselves felt in such a society—civic organizations, academic groups, churches, the newspapers, articulate and forceful individuals—are the indirect influences that set the pace for the evolution of culture in a democracy. The important thing is that essential freedom remains —there is freedom to yield to pressures or to resist them, to respect those that seem enlightened and to ignore those that seem self-serving, to make mistakes, to take risks. All this takes time, and all this involves the chance of error. But there is no finality about it. And *that* is the rub with any pressure stemming from authority. The pressures normal in a democracy say, "You should." The pressure of authority says, "You shall."

The material available on the television networks pretty much parallels, in kind, the material that characterizes such other mass media as the paperback book—the rise of which chronologically has matched that of television and which now sells 294 million copies annually. Reassuring as it is to know that you can get Plato's dialogues or Trevelyan's histories in inexpensive editions at Liggett's, it is still not surprising that Mickey Spillane remains the all-time best seller.

But I would think that a literary critic would be something less than perceptive if he picked up the first 50 titles and used them as a base for a report on the achievement of the American novel. But isn't this exactly what has happened in the case of television? The process by which it was concluded that television programming was "a vast wasteland" was described in these words: ". . . sit down in front of your television set when your station goes on the air . . . and keep your eyes glued to that set until the station signs off." A writer in a series for a magazine with a long history of westerns and mysteries began with the same specious approach: '. . . arose at five-thirty . . . turned the family television set to Channel 5, sat down in front of it and stayed there until Channel 5 went off the air 20 hours later.'*

The danger of this kind of sensationalized and oversimplified approach, with its broad brush conclusions, is not only that it grotesquely distorts the situation as it is, a clear perception of which is necessary to improvement, but also that it invites impulsive measures directed at making fundamental changes on the ground that any change is a change for the better. Actually, the only change that I have seen suggested is that the government supervise programming by use of its licensing power and by regulating a major program source, the networks. How much improvement can either of these really bring about?

IF government authority sets standards, qualitative or quantitative, for television programming, whose standards are they going to be? The chairman of a commission? A majority of a commission? A congressional committee?

You would have authoritative standards that would stifle creativity. You would have a rigidity that would discourage experimentation. You would have the subjective judgment of a small group imposed on the many. And you would have the danger of the misuse of the medium for political purposes.

I am not in sympathy with the soft inclination to turn the content of any medium over to government control on the grounds that to insist on the rights of a new medium will obscure the rights of the older.** Whether it is apparent on the surface or not, the freedoms of all media are interlocked. If our culture, with all its imperfections, is to remain free of state determinism, our communications media must remain free. If our thought, our speech and press are to remain free, television, with all the other media, must remain free. Basic freedoms are not divisible, to be rationed out discriminately. No one who has read Franklin can possibly imagine that the author of *An Apology for Printers* would agree that if an utterance were reproduced on paper it should be free, but if it were reproduced on tape, or film, or the face of a tube, it should not.

It is no less delusive to suggest that there are limitations on freedom stemming from the purpose of the content of a medium. Does anyone believe that because a book or a magazine or certain pages of a newspaper entertain rather than inform, they should be less free? I do not think it would be of any use in the development of our free society if all our news and informational media were wholly free and all other expression were subject to government regulation, for the character of any people is formed by powers rooted deep in *all* areas of expression.

Are we so bereft of that trust in the people so magnificently exemplified by Franklin's age that we must now turn over the substance of the most promising medium we have to the control of government because the people do not know what is good for them? Are we going to be incapable of extending freedom of communications abroad in the interests of world order, because we can find no alternative to diminishing it at home? I think not.

*Perhaps by coincidence, FCC Chairman Newton Minow in his "wasteland" speech to the NAB last May and John Bartlow Martin in the first part of a four-part article recently published in the *Saturday Evening Post* asserted they had watched one day of television broadcasting in Chicago. It was from that experience that both reached conclusions critical of television fare.

**Apparently a reference to a recent speech by Bernard Kilgore, president of the *Wall Street Journal*, who said it was useless to assume that broadcasting had the same freedoms enjoyed by the press because broadcasting is licensed by the government.

SARNOFF ON FREEDOM

Continued from page 57

advertising agencies, the packagers. The ultimate decisions on what the public sees can come only from the public itself, as long as it is free to watch or not to watch as it pleases. In the end, it is always the public that sets a trend, not the broadcaster.

The interaction between the offerings of the broadcaster and the decisions of the audience is not a precise, scientific mechanism. Sometimes competing broadcasters may oversupply a type of program that has won public favor. Inevitably this leads to a reaction in terms of criticism, protest and popular disenchantment. Just as inevitably, that leads in turn to fewer such programs. Thus the last few years have seen a trend to westerns and action-adventure shows, followed by a glut of such programs in the output of television as a whole. The natural result has been a trend away from these programs—a trend that still prevails.

THE pendulum swings back and forth. To some of us, it may seem to lag at times; and sometimes it results in excess. Admittedly, this is an imperfect system, just as imperfect as any institution designed to reflect the

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Well, people do. Last summer a California couple taking an Oregon vacation in a station wagon with six kids forgot to count heads one morning and roared off minus one sad-eyed youngster.

Minutes later our KGW news staff. monitoring the Portland police radio, picked up the report and flashed the story. Among our listeners was a deputy fire marshall. He spotted the California license plates and flagged down the family.

Result: two slightly red-faced parents raced back to claim their missing passenger.

That's a service the Crown Stations perform for free. Glad to do it, and we do it almost every day. People expect the Crown Stations to cover the little crises, as well as the big ones. It's part of the *personal touch* we encourage and our listeners love.

Like the time the Washington rooter lost his wife among 100,000 football fans after the Rose Bowl. How'd you like his problem? He found her by inquiring at the KING-Formation booth. Our Seattle station had set up a "clearing house" for out-of-town visitors in the Biltmore Hotel in Los Angeles. Both knew where to go.

Sure, lots of stations *claim* to have the personal touch ...grass roots loyalty and all that jazz. Well, we prefer to win friends *by doing things*, not by talking about them. The mark of a Crown Station—TV, AM or FM —is our willingness to go out of our way to help people, inform people, entertain people.

Know something else? It works. Ask any sales manager shooting for new sales goals in this big, moving Pacific Northwest—the Crown Corner of the United States. He prefers his business on the Crown Stations. That's where his customers are.

THE CROWN STATIONS

KING, AM, FM, TV, Seattle
KGW, AM, TV, Portland
KREM, AM, FM, TV, Spokane

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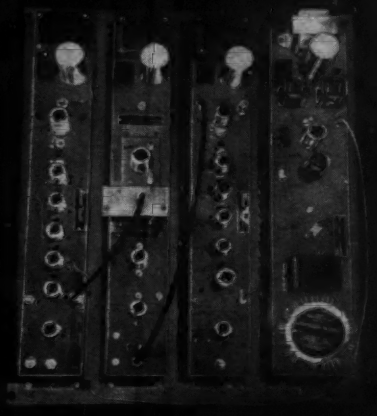
The new
Benco T-6 VHF Translator
Is Priced at $845.00 (U. S. suggested list)



...It is
FCC Type Accepted, Rugged,
Available for Prompt Delivery

The Benco T-6 offers these advantages:

1. Meets all FCC specifications.
2. Provides constant output even in weak signal areas—preamp AGC activated by signals as low as 50 microvolts.
3. Automatic shutoff and identification.
4. Remote shutoff for any location up to 5 miles from the translator. (with RC-1).
5. Covers distances from 8 to 30 miles or more.
6. Prompt delivery to those who must have a low cost unit immediately to meet their 'on-the-air' time-schedule.

TECHNICAL SPECIFICATIONS

Primary Power Source	117 v ± 10% 60 c/s
Power Consumption	120 W
Temperature Ambient	—30°C to + 50°C
Overall Noise Figure	
Low Band	4 db ± 1 db
High Band	6 db ± 1 db
Recommended Input	50—4000 microvolts
Max. Permissible Power	1 Watt (Peak Power)
Frequency Stability	.02%
Gain (maximum)	105 db
Band Width	6 Mc (3 db points)
Dimensions (metal base)	18"x22½"
Weight	27 lbs.

BENCO VHF AND UHF TRANSLATORS FOR EVERY TYPE OF INSTALLATION

MODEL T-1 VHF TRANSLATOR FCC type-accepted. 1 watt output for U. S. use • ideal for future expansion • meets all FCC specifications • noise-proof automatic shutoff • regulated power supply for stable operation • underrated output section for continuous service; weather-proof housing; quick easy coding of identification unit • built-in direct reading power meter.

MODEL T-14 VHF-TO-UHF TRANSLATOR. FCC type-accepted. 2.5 watts output. For U. S. use. Includes identification units with automatic "on/off," power indicator and voltage regulator. VHF input, channels 7-13.

MODEL T-13 VHF-TO-UHF. Same as T-14 except: VHF input, channels 2-6.

If you're planning a translator installation, contact Blonder-Tongue. Free layout service and field engineering assistance are available at nominal cost.

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changing will of the public in a free society. It might be simpler to make programming follow a line laid down by government officials. But isn't it better to suffer the lags and the excesses, just as we suffer the imperfections of all our free institutions, than to place such power in a few official hands?

We do aspire to more and better programs in the cultural and informational fields, and we recognized long ago that we could find a place for them, and make them stick, only through the gradual, evolutionary process of whetting the taste of the audience. We are often accused of underestimating the taste of the public for programming of this kind. This would be a valid criticism if we gave the public no opportunity to satisfy such tastes. But over the years we have presented a constantly increasing volume of serious programming, and we have succeeded gradually in enlarging the audiences for such programming. We will continue deliberately to offer more of it than the actual audience demand justifies at any time. The clear gains we have made in this field in the last few years do not represent sudden reflexes to a lifted eyebrow; they have deep roots in our own past.

The threat of growing government intervention finds the interests of the networks, the stations and all other elements of the industry solidly together; and with us are also the interests of the public. There is no easy formula for meeting this challenge. In the last analysis, we can look to the safeguards of law and the weight of public opinion. Even then, however, nothing can preserve our freedom so effectively as our own efforts to be worthy of it; and certainly such efforts are now our first line of defense.

NBC's objectives for the years ahead are clear.

We have every intention of maintaining the front-running position in popular entertainment; and we do not expect to apologize for it.

Encouraged by the response we have developed by leading the audience to more programming of cultural substance, we intend to keep leading the audience. But we have no intention of getting so far out ahead that we leave it behind.

We intend to push ahead with the remarkable expansion we have already achieved in news and informational programming. But only the public will determine the rate at which we can advance.

We plan to present more children's programming of the highest possible standard. But only children themselves, and their parents, will decide by their response how successful we can be.

After 35 years of serving the public, we do not intend to be panicked now, and neither should you.

Groucho sold it to me!

Groucho opens up any market! Take New York—when WPIX scheduled "The Best of Groucho" in a Monday-Friday strip, 11:00-11:30 P.M., advertisers snapped up all available commercial time before the program went on the air! ■ Current advertisers using "The Best of Groucho" to sell New York are: Bromo Quinine; Parker Pen; Miles One-A-Day; Alka-Seltzer; Coftabs; Duffy-Mott; Helene Curtis; Chesebrough-Ponds. ■ Use Groucho to sell whatever market you have in mind. Call NBC Films at CI 7-8300 in New York City for complete information.

FIND OUT FIRST-HAND WHY . . . **ADVERTISERS GO FOR GROUCHO ON** NBC FILMS

RADIO NEVER LOST AUDIENCE

Sarnoff reminds affiliates NBC continued to pay even when trend continued lower year after year

Reminder of NBC's policy of continuing to pay stations even when network radio's downward trend continued year after year brought cheers from the assembled radio affiliate executives last Wednesday in Hollywood.

Chairman Robert W. Sarnoff reminded the radio station executives that NBC had "refused to throw in the towel."

"Radio never lost its audience," Mr. Sarnoff declared. "The character of the audience changed, and we were the first radio network to recognize it. We did not force radio to compete with television in areas where television was obviously superior. Instead we concentrated on the things that radio does best. Nor have we burdened our affiliates with a network service that would hamper their efforts to meet the needs of their communities or face their competitors. We have invoked radio's principal characteristic of flexibility — a characteristic, incidentally, that television cannot yet match—to reach a massive audience that is constantly in motion."

Leads Networks ▪ NBC today stands first among the radio networks, first in sales, first in audience, first in image, the affiliates heard, and the reason is largely NBC's preeminence in news and informational programming. NBC President Robert E. Kintner stated that NBC's world-wide news organization comprises some 700 employes and costs more than $20 million a year. . . . NBC spends more for news than any other network, any newspaper or any news association, he asserted. Pursuing that theme, William K. McDaniel, executive vice president, NBC radio network, reported that 60% of the network's programming is news, public affairs and information. He thanked the affiliates for clearing time for the weekday news broadcasts but chided them for their failure to give equal support to NBC's weekend *Monitor*. The new Frank McGee three-hour Sunday night segment is the most comprehensive end-of-week news wrapup of any medium, he declared.

New Series ▪ Next month NBC will launch a new series, *Democracy in America*, 14 half-hour dramatizations of the life of the nation in the 1830's based on the classic work of Alexis de Toqueville, Mr. McDaniel announced. The programs deal with the book's major themes—American equality, independence, religion, reform, education and other such important phases of our national life. The series, which will start Jan. 17 as a Wednesday, 8:30-9 p.m. program, will be "a notable exclusive for the NBC Radio network," he declared. CBC will also carry the series, on Thursdays, one day behind NBC.

The affiliates heard a history of NBC, narrated by Frank McGee, with brief inserts of famous radio voices of the 20's, 30's, 40's, and 50's from *Amos 'n' Andy* and Joe Penner to Edward VIII as he renounced his throne and H. V. Kaltenborn as he analyzed the news of World War II, when broadcast news began its climb to its preeminent position in the 1960's, when NBC's hot line reports gives the American public the news of what is happening any place in the world while it is happening, something that radio does better and faster than any other medium.

Commenting on hot line and other NBC news developments, Chairman Sarnoff remarked: "our competitions in radio networks have acknowledged our leadership with the clearest sign I know. They have shown us the flattery of imitation by adjusting their own program structure and content in an attempt to win back large segments of audience they have lost to NBC's initiative and NBC's skill."

Kintner cites firsts; new business signed

"We were first in radio; we are first in television; we are first in NBC Enterprises. Our own stations are doing very well," Mr. Kintner told the Thursday open meeting of NBC officials.

In the next year, he said, he looks for a more balanced program schedule from all tv networks, "programs designed both for large mass circulations and also for what would be mass circulation in any other medium but that is smaller than we generally consider good." All of the tv set owners "must have the opportunity to see something they really like," he said, adding, "NBC in my judgment has achieved that this year."

Turning to individual program trends, Mr. Kintner predicted a substantial number of adventure shows, westerns and mysteries, an increase in comedy, particularly standup comedians like Joey Bishop and Bob Newhart, and a substantial increase in variety shows. NBC, he said, is seriously trying to bring back live dramatic programming, which is really not live but taped, with new writers, new actors and new actresses. There will be fewer specials and they will be of higher quality, he predicted.

New Business ▪ In the last 10 days,

Transistors add 14.3% to radio audience

Radio's audience figures are shortchanging the medium by the millions of cordless portable radios, largely the transistor sets, which last year added nine million sets to the total radio count of 170 million, George A. Graham Jr., vice president and general manager of the NBC Radio Network, told representatives of the network's affiliated stations Wednesday (Dec. 6) at their 35th annual meeting.

These nine million portables, representing 43% of the 21 million new radio sets purchased in the U. S. last year, and the other millions bought in previous years, have largely been overlooked when radio audience measurements were made, Mr. Graham said. But now NBC has taken steps to remedy this oversight by ordering a special pilot study made by C. E. Hooper Inc. Approximately 4,000 coincidental in-depth telephone interviews were conducted in 10 cities of widely differing characteristics, revealing that the cordless receivers added in-home pluses to the normally measured listening data as follows:

Albany — 15.6%, Chicago — 10.9, Cleveland—23.2%, Denver—14.2%, Los Angeles—15.5%, Minneapolis — 13.3%, New York — 14.4%, Norfolk—17.4%, Oklahoma City—11.7%, Sacramento—18.9%. The weighted average indicates that the national in-home plus which should be added to regular rating figures is 14.3%.

Applied to the NBC Radio Network, Mr. Graham commented, this would mean: 15.4 million weekly home commercial impressions, plus 35% or 5.39 million impressions added by auto radios, plus the in-home plus of 14.3% or 2,202,000 or a real total of 22,992,000 commercial impressions a week. But he emphasized that this new in-plus figure is not only a plus for NBC but for all radio—network, spot and local.

The Bravura Statistic Reaches (and Passes) Eastern Iowa

WMT Radio gets up 13% earlier than 47% of the stations of the U.S.A. and plays 23% louder (in barns) than 38% of the victrolas in the attics of 89% of ramblers built before 1929.

Less than 1% of Eastern Iowa radios tuned to WMT used UV-200 detector tubes in a recent survey. Exactly half of the variometers tested had loose connections. Not one regenerative receiver had a transmitting license.

Three-fourths of the dogs in WMTland can't turn on a radio.

When it's midnight on Madison Avenue, it's 8.33% earlier in Cedar Rapids.

There are 7% more names on our mailing list than there were a year ago.

End of bravura. Some things don't reduce to numbers. WMT Radio is one of them (although, if pressed, we can play numbers as well as the next guy). Listeners in Eastern Iowa depend on WMT.

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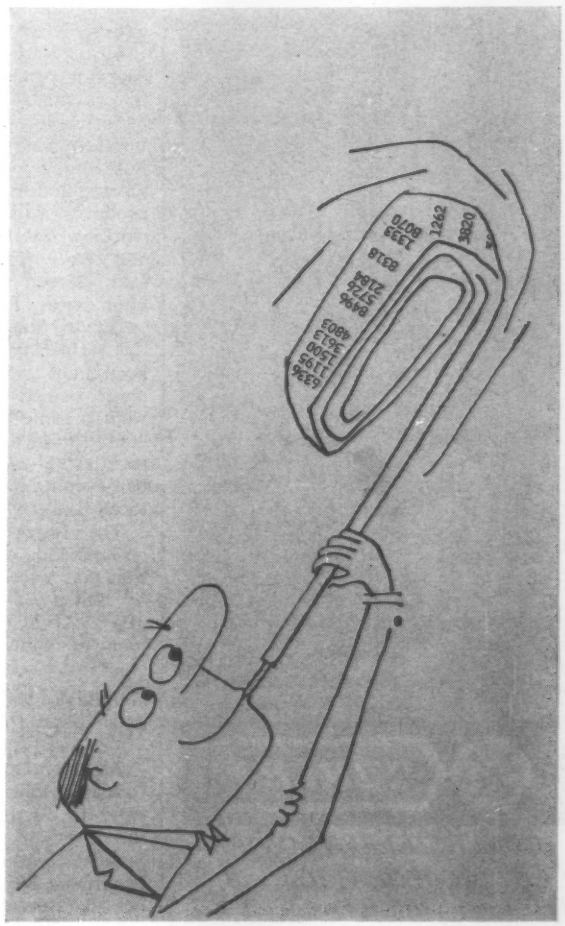
WEBC, Duluth.



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Fidelipac Tape Cartridges work better, save money, are more profitable . . . put them to work for you! . . . for spot announcements, themes, station breaks, and delayed broadcasts.

Standard Lengths in Three Cartridge Sizes:

Model 300 —with up to 300 feet of single coated tape

Model 600 —with up to 600 feet of single coated tape

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Ask for FIDELIPAC "THE STANDARD OF THE INDUSTRY" from your regular source of supply

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1527 Lyons Street • Evanston, Illinois

Houston stations, Jaycees compile votes

Five radio stations and one tv station in Houston joined with the Junior Chamber of Commerce to provide fast returns in the city's Dec. 5 mayoralty election.

KHOU-TV, KNUZ, KTHT, KXYZ and KODA-FM teamed up with the Jaycees to form the Harris County Radio-Tv Election Bureau. Some 250 Jaycees were stationed at election precincts, phoning results to a Univac computer at the county tax assessor's office. The city and county do not have machinery to gather and tabulate returns immediately after the polls close.

The bureau provided the six participating stations with predictions on the winner and the vote 37 minutes after polls closed. An hour later final results were available. Predictions were described as within 500 votes of the complete returns. 132,000 votes were cast.

KTRK-TV and KPRC-TV cooperated with their respective newspaper affiliates, the *Chronicle* and the *Post,* to put bulletins and the final result on the air.

The newspapers and stations used their normal election machinery, developed during many years of election reporting, to provide fast reporting of results.

NBC-TV has sold 829 quarter-hours to 11 advertisers, Walter Scott, executive vice president, NBC television network, told the meeting. Colgate, he reported, is putting its entire tv network daytime budget on NBC-TV, with eight quarter-hours a week of various programs plus full sponsorship of the new Monday-Friday, 2:25-2:30 p.m. news shows to start in January, with Floyd Kalber, newsman from Chicago.

Mort Werner, NBC-TV vice president for programs, said there will be fewer replacements in midseason than in former seasons and more new producers to choose from. He mentioned Bob Banner, Jess Oppenheimer, David Dortot and Frank Tellford as among producers with whom NBC is currently working. MGM is making the pilot of a new *Andy Hardy* series for NBC, he said; Screen Gems is producing an hour series, *Empire*; Peter Tewksbery at Revue Studios has a new series in the script stage and discussions have been held with Four Star about dramatic, comedy and variety programs as well as some live shows. The replacement for Jack Paar will be announced shortly, he said, stating that NBC-TV's late evening programming will continue to be live.

The afternoon session concluded with an hour-long color sound film presentation that traced the program highlights of NBC's 35 years and detailed the '61-'62 NBC-TV program schedule, night by night.

Minow, Bell cite need for vocal tv audiences

Members of a Washington, D. C., Parent-Teachers Assn. were urged last week to do their part in "unclogging" the lines of communication between broadcasters and their audience. FCC Chairman Newton N. Minow pointed out that broadcasters pay great attention to ratings gathered from 1,200 tv homes—how much better it would be if broadcasters could know the reactions of the 12 million members of American PTAs, he said.

Howard Bell, NAB vice president for industry affairs, set forth a five-point plan for groups to inform stations of their preferences:

- Be informed about the program fare offered (public affairs and cultural programs as well as ones found objectionable).
- Be selective and don't expect specialized programs at all hours.
- Be specific about what you like or dislike; avoid blanket indictments.
- Be communicative—let the station know how you feel, not just the sponsor or the FCC.
- Be organized.

Gilbert Seldes, dean of the Annenberg School of Communications, U. of Pennsylvania, told the Janney Elementary School's PTA it should embark immediately on a campaign to make its wishes known to broadcasters.

Chairman Minow lamented that counterprogramming sometimes brings about the situation where special programs are all slotted in the same hour on the three networks.

In response to a question about the "poor quality" of radio programming, the chairman said radio broadcasters had greater problems than tv stations. "Radio listeners have a wide, wide range of choice not available at this time to tv viewers," Mr. Minow said.

George A. Baker, manager of ch. 26 etv WETA-TV Washington, asked PTA members to have their tv sets converted for uhf. He also cautioned parents to monitor children's cartoon programs, some of which he termed "unsuitable to certain age groups."

The panel discussion was moderated by Lawrence Laurent, radio-tv critic of *The Washington Post.*

Mr. Oscar Young (R), Field Representative for the Social Security Administration, appears on "Weekday on 6" with (L) Barbara Allen and (Center) Phil Johnson, coordinator of the program.

To make money . . . or give it away, WCSH-TV is your best media buy.

The problem for Mr. Oscar Young, Field Representative for the Social Security Administration, was how to pay out to the people of Maine the money due them as a result of increased benefits. Mr. Young has been making bi-weekly appearances on "Weekday on 6" explaining these benefits.

Here's what Mr. Young says: "Thus, I feel that when, on your October 20 'Weekday' program, I gave an estimate that the program was instrumental in our paying out at least $500,000 over the past year that would otherwise have been lost to the public, I was being at best conservative." (The actual figure is $868,020.)

"May I again express our sincere appreciation for the generosity of WCSH-TV in making valuable air-time available to this office."

WCSH-TV delivers the 13 county Portland distribution market for their advertisers as well as for public service.

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Portland

Represented nationally by

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WNTA sale probable, will go educational

MEYNER PACIFIED BY ETMA PROMISE TO SERVE N.J.

The closing of the sale of WNTA-TV New York to a group that will operate the station as an educational television outlet is scheduled for Wednesday (Dec. 13), ending a long struggle by the State of New Jersey to block the transaction (BROADCASTING, Dec. 4).

Closing originally had been set for last Friday (Dec. 8) but attorneys for both parties agreed to a postponement because of the "complexities" involved in the transaction.

The roadblock to the sale was removed on Monday (Dec. 4) when Gov. Robert B. Meyner of New Jersey agreed to withdraw litigation against the sale after he had received assurances that the new owner, Educational Television for the Metropolitan Area, would incorporate one hour of New Jersey programming into the station's schedule.

Termination of legal actions paved the way for ETMA to turn over $6.2 million to National Telefilm Assoc., present owner of WNTA-TV (ch. 13). Howard Stark, New York station broker, handled the sale. The FCC approved the sale several weeks ago but the closing was postponed because of a series of legal moves initiated by the State of New Jersey.

Less than two weeks ago prospects for the sale darkened when NTA served notice that it would call off the sale unless ETMA delivered the $6.2 million by last Monday. ETMA had refused to pay the money because of actions pending before the United States Supreme Court and the Court of Appeals challenging the legality of the sale.

These obstacles were removed last Monday during a series of conferences at the Governor's Mansion in Princeton, N. J. Participants were Gov. Meyner and various aides; Howard Sheperd, president of ETMA, who is retired chairman of the First National City Bank, New York and Devereux C. Josephs, ETMA vice president, who is retired chairman of the New York Life Insurance Co. Present as an observer was Tedson Meyers, administrative assistant to FCC Chairman Newton N. Minow.

Hour For N. J. ▪ Gov. Meyner agreed at this meeting to withdraw his court actions. ETMA representatives pledged to devote one hour of the station's daily schedule to coverage of New Jersey interest, including a daily newscast, telecasts by the governor, reports on the legislature and periodic reports by officials of Newark and other cities. Under the agreement an association representing New Jersey will be appointed to formulate policies for New Jersey programming.

It was also agreed that three New Jerseyites will be named to ETMA's board of trustees. They will be Gov. Meyner, Frederick M. Raubinger, New Jersey commissioner of education, and David I. Yunick, president of Bamberger's Dept. Store and a member of the Rutgers U. board of governors.

The educational television station will go on the air within three months, according to Richard D. Heffner, acting general manager of ETMA. At the outset it will operate on a Monday-through-Friday, 5-11 p.m. schedule, with Saturday and Sunday programming to be added at a later date.

Mr. Heffner reported that application will be made to the FCC for permission to go off the air until regular programming is ready to begin.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ KGMB-AM-TV Honolulu, KHBC-TV Hilo, KMAU-TV Wailuku, Hawaii: 51.4% interest sold to group of Hawaiian businessmen for about $5.7 million (see page 71).

▪ KIMA-AM-TV Yakima, KEPR-AM-TV Pasco, KBAS-TV Ephrata, all Washington, and KLEW-TV Lewiston, Idaho: Eighty percent interest bought by Thomas C. Bostic, now 20% owner, from A. W. Talbot, 72%, and Ralph Sundquist, 8%, for a little more than $1 million. Mr. Bostic will remain as executive in charge of operations. Purchase is in name of Haltom Corp. KIMA is 5 kw on 1560 kc; KIMA-TV, founded in 1953, operates on ch. 29 with both CBS and NBC affiliations. KEPR is 5 kw on 610 kc, and KEPR-TV, begun in 1954, operates on ch. 19. KBAS-TV, now dark, began operating in 1957 on ch. 16, and KLEW-TV, founded in 1956, is on ch. 3. KEPR-TV and KLEW-TV are satellites of KIMA-TV.

▪ WOMP-AM-FM Bellaire, Ohio: Sold by Donald J. Horton to Howard Weiss for $125,000. Mr. Weiss, a Mexico City businessman (mining) formerly was an executive at WCAN-TV Milwaukee, WPWA Chester (Pa.), and WARL Arlington (Va.). Mr. Horton retains his interest in WWKY Winchester, Ky. WOMP is 1 kw daytimer on 1290 kc. Broker was Blackburn & Co.

Outstanding Exclusive Broadcast Properties

Daytimer in one of Southwest's best markets. Absentee owners want to sell to owner operator. Low downpayment with liberal terms.	SOUTHWEST $225,000
Located in a sunshine state, this property is well worth the price. Good physical assets. Fulltime. $20,000 down, easy terms on balance.	SOUTHWEST $80,000
Excellent fulltime facility. Current management showing substantial volume growth. Good terms to qualified buyer.	HAWAII $175,000

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▪ WMMT McMinnville, Tenn.: Sold by William R. Vogel and associates to Ogram Broadcasting Corp. for $92,500. Buyers include Fred P. Davis, Elizabethton, Tenn., jeweler; J. H. Lewis, manager, WJSO Johnson City, Tenn., and William R. Livesay, chief engineer of WEMB Erwin, Tenn. WMMT operates on 1230 kc with 1 kw day, 250 w night. Broker was Paul H. Chapman Co.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page 96).*

▪ KPRL Paso Robles, Calif.: Sold by Dale J. and Bernard Schwartz to Arthur C. Youngberg Jr. for $200,000 and agreement not to compete in San Luis Obispo County for 10 years. Mr. Youngberg is publisher of the *Paso Robles Press.*

▪ WOTW-AM-FM Nashua, N. H.: Sold by Theodore Feinstein and associates to Eastminister Broadcasting Corp. for $200,000. Eastminister comprises Roger H. Strawbridge, 25%; William N. McKeen, 25%, and Eastern Assocs. Inc., 50%. Messrs. Strawbridge and McKeen own WCME Brunswick, Me.

▪ KUAL-TV San Antonio, Tex.: Sold by Raoul A. Cortez and associates to Spanish International Broadcasting Corp. of Texas for $200,000 and agreement not to compete within 100 miles of KUAL-TV for five years. Spanish International is headed by Frank Fouce, owner of a chain of Spanish language theatres in the Los Angeles area. Buyers also include Emilio Azcarraga, Mexico City broadcaster and theatre owner; Edward J. Noble, Mexico City advertising agency executive; Julian Kauffman, general manager, XETV (TV) Tijuana, Mexico. Mr. Cortez is a member of the buying group, which also holds a construction permit for ch. 34 Los Angeles to be operated as an all-foreign language tv station. Commissioner Frederick W. Ford dissented.

Kansans report on access

Fourteen radio stations in Kansas regularly cover city and county commission meetings live or recorded, according to a survey by Kansas Assn. of Radio Broadcasters. Only four stations reported flat denial of broadcast privileges, according to Thad M. Sandstrom, WIBW Topeka.

The survey showed a total of 27 stations regularly covering such meetings but the number is believed greater since the survey asked only for coverage by microphone. The survey drew replies from 47 of the 50 commercial am stations.

HYDE HOISTS WARNING FLAG

Warns Coloradans against elements that seek government protection from free competition

An FCC commissioner who has spent more than 30 years with the FCC and its predecessor the Federal Radio Commission warned last week that broadcasting was headed down the road to utility regulation unless it fought back.

FCC Commissioner Rosel H. Hyde, a commissioner for 15 years and before that an employe of the FRC and the FCC (he was general counsel before being appointed to the commission in 1946), warned broadcasters that so-called program guidelines emanating from Washington undercut the very essence of broadcasting as a free and competitive industry free from censorship.

And, he admonished, elements in broadcasting who seek to secure government protection from economic competition are asking for rate regulation, the very antithesis of free and independent broadcasting.

Mr. Hyde made these comments in a speech Thursday (Dec. 7) to the Colorado Broadcasters Assn. in Denver.

Sign Posts ▪ In urging broadcasters to be alert to attacks on the no censorship provisions of the Communications Act, Mr. Hyde recalled that the Attorney General's 1959 Report, the 1960 interim report of the House Committee on Legislative Oversight, the 1960 amendments to the Communications Act, and the Commission's 1961 report on programming forms all make recommendations that would give the FCC a "supervisory posture" over broadcasting. He added:

"I believe the regulatory trend may portend more serious consequences because I think that in order to approach its greatest potential, it [broadcasting] must be an unimpeded and unsubservient communications service."

In discussing suggestions that the FCC should consider the economic impact of new stations on existing outlets, Commissioner Hyde raised a warning flag:

"Could you subscribe to such a policy without at the same time inviting regulation in all aspects of your busi-

MIDWEST—Profitable radio station in market of 40,000-plus, grossing $72,000.00 to $75,000.00 annually. Ideal owner-operator set-up. Priced at $110,000.00 with 29% down and terms to be negotiated. ***ANOTHER H&L EXCLUSIVE.***

NORTHWEST—Medium sized market full time radio station operating in black but past record indicates it can do much better under experienced manager. High fixed assets. Total price of $95,000.00 with 29% down and payout in excess of 10 years. ***ANOTHER H&L EXCLUSIVE.***

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WNTA sale probable, will go educational

MEYNER PACIFIED BY ETMA PROMISE TO SERVE N.J.

The closing of the sale of WNTA-TV New York to a group that will operate the station as an educational television outlet is scheduled for Wednesday (Dec. 13), ending a long struggle by the State of New Jersey to block the transaction (BROADCASTING, Dec. 4).

Closing originally had been set for last Friday (Dec. 8) but attorneys for both parties agreed to a postponement because of the "complexities" involved in the transaction.

The roadblock to the sale was removed on Monday (Dec. 4) when Gov. Robert B. Meyner of New Jersey agreed to withdraw litigation against the sale after he had received assurances that the new owner, Educational Television for the Metropolitan Area, would incorporate one hour of New Jersey programming into the station's schedule.

Termination of legal actions paved the way for ETMA to turn over $6.2 million to National Telefilm Assoc., present owner of WNTA-TV (ch. 13). Howard Stark, New York station broker, handled the sale. The FCC approved the sale several weeks ago but the closing was postponed because of a series of legal moves initiated by the State of New Jersey.

Less than two weeks ago prospects for the sale darkened when NTA served notice that it would call off the sale unless ETMA delivered the $6.2 million by last Monday. ETMA had refused to pay the money because of actions pending before the United States Supreme Court and the Court of Appeals challenging the legality of the sale.

These obstacles were removed last Monday during a series of conferences at the Governor's Mansion in Princeton, N. J. Participants were Gov. Meyner and various aides; Howard Sheperd, president of ETMA, who is retired chairman of the First National City Bank, New York and Devereux C. Josephs, ETMA vice president, who is retired chairman of the New York Life Insurance Co. Present as an observer was Tedson Meyers, administrative assistant to FCC Chairman Newton N. Minow.

Hour For N. J. ▪ Gov. Meyner agreed at this meeting to withdraw his court actions. ETMA representatives pledged to devote one hour of the station's daily schedule to coverage of New Jersey interest, including a daily newscast, telecasts by the governor, reports on the legislature and periodic reports by officials of Newark and other cities. Under the agreement an association representing New Jersey will be appointed to formulate policies for New Jersey programming.

It was also agreed that three New Jerseyites will be named to ETMA's board of trustees. They will be Gov. Meyner, Frederick M. Raubinger, New Jersey commissioner of education, and David I. Yunick, president of Bamberger's Dept. Store and a member of the Rutgers U. board of governors.

The educational television station will go on the air within three months, according to Richard D. Heffner, acting general manager of ETMA. At the outset it will operate on a Monday-through-Friday, 5-11 p.m. schedule, with Saturday and Sunday programming to be added at a later date.

Mr. Heffner reported that application will be made to the FCC for permission to go off the air until regular programming is ready to begin.

Changing hands

ANNOUNCED ▪ *The following sales of station interests were reported last week subject to FCC approval:*

▪ KGMB-AM-TV Honolulu, KHBC-TV Hilo, KMAU-TV Wailuku, Hawaii: 51.4% interest sold to group of Hawaiian businessmen for about $5.7 million (see page 71).

▪ KIMA-AM-TV Yakima, KEPR-AM-TV Pasco, KBAS-TV Ephrata, all Washington, and KLEW-TV Lewiston, Idaho: Eighty percent interest bought by Thomas C. Bostic, now 20% owner, from A. W. Talbot, 72%, and Ralph Sundquist, 8%, for a little more than $1 million. Mr. Bostic will remain as executive in charge of operations. Purchase is in name of Haltom Corp. KIMA is 5 kw on 1560 kc; KIMA-TV, founded in 1953, operates on ch. 29 with both CBS and NBC affiliations. KEPR is 5 kw on 610 kc, and KEPR-TV, begun in 1954, operates on ch. 19. KBAS-TV, now dark, began operating in 1957 on ch. 16, and KLEW-TV, founded in 1956, is on ch. 3. KEPR-TV and KLEW-TV are satellites of KIMA-TV.

▪ WOMP-AM-FM Bellaire, Ohio: Sold by Donald J. Horton to Howard Weiss for $125,000. Mr. Weiss, a Mexico City businessman (mining) formerly was an executive at WCAN-TV Milwaukee, WPWA Chester (Pa.), and WARL Arlington (Va.). Mr. Horton retains his interest in WWKY Winchester, Ky. WOMP is 1 kw daytimer on 1290 kc. Broker was Blackburn & Co.

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▪ WMMT McMinnville, Tenn.: Sold by William R. Vogel and associates to Ogram Broadcasting Corp. for $92,500. Buyers include Fred P. Davis, Elizabethton, Tenn., jeweler; J. H. Lewis, manager, WJSO Johnson City, Tenn., and William R. Livesay, chief engineer of WEMB Erwin, Tenn. WMMT operates on 1230 kc with 1 kw day, 250 w night. Broker was Paul H. Chapman Co.

APPROVED ▪ *The following transfers of station interests were among those approved by the FCC last week (for other commission activities see* FOR THE RECORD, *page 96).*

▪ KPRL Paso Robles, Calif.: Sold by Dale J. and Bernard Schwartz to Arthur C. Youngberg Jr. for $200,000 and agreement not to compete in San Luis Obispo County for 10 years. Mr. Youngberg is publisher of the *Paso Robles Press.*

▪ WOTW-AM-FM Nashua, N. H.: Sold by Theodore Feinstein and associates to Eastminister Broadcasting Corp. for $200,000. Eastminister comprises Roger H. Strawbridge, 25%; William N. McKeen, 25%, and Eastern Assocs. Inc., 50%. Messrs. Strawbridge and McKeen own WCME Brunswick, Me.

▪ KUAL-TV San Antonio, Tex.: Sold by Raoul A. Cortez and associates to Spanish International Broadcasting Corp. of Texas for $200,000 and agreement not to compete within 100 miles of KUAL-TV for five years. Spanish International is headed by Frank Fouce, owner of a chain of Spanish language theatres in the Los Angeles area. Buyers also include Emilio Azcarraga, Mexico City broadcaster and theatre owner; Edward J. Noble, Mexico City advertising agency executive; Julian Kauffman, general manager, XETV (TV) Tijuana, Mexico. Mr. Cortez is a member of the buying group, which also holds a construction permit for ch. 34 Los Angeles to be operated as an all-foreign language tv station. Commissioner Frederick W. Ford dissented.

Kansans report on access

Fourteen radio stations in Kansas regularly cover city and county commission meetings live or recorded, according to a survey by Kansas Assn. of Radio Broadcasters. Only four stations reported flat denial of broadcast privileges, according to Thad M. Sandstrom, WIBW Topeka.

The survey showed a total of 27 stations regularly covering such meetings but the number is believed greater since the survey asked only for coverage by microphone. The survey drew replies from 47 of the 50 commercial am stations.

HYDE HOISTS WARNING FLAG

Warns Coloradans against elements that seek government protection from free competition

An FCC commissioner who has spent more than 30 years with the FCC and its predecessor the Federal Radio Commission warned last week that broadcasting was headed down the road to utility regulation unless it fought back.

FCC Commissioner Rosel H. Hyde, a commissioner for 15 years and before that an employe of the FRC and the FCC (he was general counsel before being appointed to the commission in 1946), warned broadcasters that so-called program guidelines emanating from Washington undercut the very essence of broadcasting as a free and competitive industry free from censorship.

And, he admonished, elements in broadcasting who seek to secure government protection from economic competition are asking for rate regulation, the very antithesis of free and independent broadcasting.

Mr. Hyde made these comments in a speech Thursday (Dec. 7) to the Colorado Broadcasters Assn. in Denver.

Sign Posts ▪ In urging broadcasters to be alert to attacks on the no censorship provisions of the Communications Act, Mr. Hyde recalled that the Attorney General's 1959 Report, the 1960 interim report of the House Committee on Legislative Oversight, the 1960 amendments to the Communications Act, and the Commission's 1961 report on programming forms all make recommendations that would give the FCC a "supervisory posture" over broadcasting. He added:

"I believe the regulatory trend may portend more serious consequences because I think that in order to approach its greatest potential, it [broadcasting] must be an unimpeded and unsubservient communications service."

In discussing suggestions that the FCC should consider the economic impact of new stations on existing outlets, Commissioner Hyde raised a warning flag:

"Could you subscribe to such a policy without at the same time inviting regulation in all aspects of your busi-

MIDWEST—Profitable radio station in market of 40,000-plus, grossing $72,000.00 to $75,000.00 annually. Ideal owner-operator set-up. Priced at $110,000.00 with 29% down and terms to be negotiated. ***ANOTHER H&L EXCLUSIVE.***

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The tuning choice of the average home

NIELSEN REPORT PINPOINTS STATIONS AVAILABLE IN AVERAGE U.S. COUNTY

The average American home in the average American county can tune in more than four television and almost nine radio stations. From this range of choice it does tune in almost three tv and three radio stations in an average week.

This report came last week from John K. Churchill, vice president in charge of A. C. Nielsen Co.'s local broadcast services. He said analysis of Nielsen's new NCS '61 coverage studies showed 4.4 tv channels and 8.7 radio stations are available in the average county, out of which the average home used 2.8 tv stations and 2.7 radio stations in a typical week.

The NCS '61 studies found 565 "reportable" television stations and 3,376 "reportable" radio stations. "Reportable" means the stations were used at least once by 10% or more of the homes in one or more counties during the week studied. The weeks during which the study was conducted were not consecutive but fell during October, November and December 1960 in the case of the radio study and February, March and April 1961 in the television study.

The 565 "reportable" television stations found in the NCS '61 measurements may be compared with 505 found in the last such study, conducted in 1958 (BROADCASTING, Aug. 25, 1958). At that time the average home in the average county used 2.7 out of 4.5 tv stations available, but these figures were believed to be somewhat higher than they would have been if the 1958 study had been made on the same basis as this year's.

No Clusters in '61 ▪ The difference is that NCS '61 measured some 3,000 counties individually, whereas in the 1958 study certain counties were "clustered" and each of these groups was treated as one county. Such groups normally would show more signals available than the counties individually.

Nielsen authorities said earlier figures comparable to the NCS '61 radio data were not available. The last Nielsen radio coverage study was in 1956.

Mr. Churchill's analysis of the NCS '61 figures also pointed up differences in availability and use of radio and television services by geographic regions and by degree of urbanization. It also noted that less than 1% of all U. S. counties use only a single tv station. Even in counties with fewer than 10,000 households the average home tunes 2.7 television stations in a typical week, thanks to a considerable extent

Regional availability and usage of broadcast services

State Groups (No. of states)	No. of counties	% of U. S. households	Tv stations Per home	Tv stations Per county	Radio stations Per home	Radio stations Per county
(6) New England	70	6%	3.2	5.6	2.6	9.0
(3) Middle Atlantic	150	19	3.3	5.4	2.6	8.8
North East	220	25	3.3	5.5	2.6	8.9
(5) E. North Central	436	21	3.2	4.9	2.6	8.8
(7) W. North Central	618	9	2.6	4.0	2.8	8.4
North Central	1,054	30	2.8	4.3	2.7	8.6
(9) *South Atlantic	553	13	3.4	4.8	2.6	8.9
(4) E. South Central	364	6	2.7	4.2	2.8	9.3
(4) W. South Central	470	10	2.7	4.0	2.6	8.8
South	1,387	29	2.8	4.4	2.7	9.0
(8) Mountain	279	4	2.2	3.3	2.5	7.6
(3) Pacific	134	12	3.0	5.1	2.4	8.8
West	413	16	2.5	3.9	2.5	8.0
(49) *U. S. Total	3,074	100%	2.8	4.4	2.7	8.7

*Includes D. C.

Availability, usage of radio-tv by population of county

Population size (no. of households)	No. of counties	% of U. S. households	Tv stations Per home	Tv stations Per county	Radio stations Per home	Radio stations Per county
Over 500M	8	14%	4.3	5.4	3.0	10.5
100-500M	84	31	3.5	4.8	2.8	9.7
50-100M	93	12	3.2	4.7	2.7	8.9
25-50M	170	11	3.1	4.7	2.7	8.4
10-25M	527	15	2.9	4.7	2.6	8.2
Under 10M	2,192	17	2.7	4.3	2.7	8.8
Total	3,074	100%	2.8	4.4	2.7	8.7

ness? Could the FCC determine what the revenue requirements of stations in any community might be unless the stations were required to keep accounting records such as used in carrier services regulated as utilities? Wouldn't uniform accounts with inspection be necessary to assure equal treatment? Would you wish to have your capital investment, your operating expenses, including the salary you pay yourself, reviewed against some criterion designed to prevent the earning of an unreasonable return?"

The critical issue, Commissioner Hyde stressed, is whether the faults of broadcasting "justify abandonment of the basic principles under which broadcasting was envisaged as a liberating art."

The answer, Mr. Hyde declaimed, is no.

"Even though there are imperfections in broadcasting . . . we should not give tacit acceptance to regulatory approaches which could make inroads upon its status as a free-enterprise, censor-free system of communication unless we wish to abandon the approach under which it may serve as a bulwark of freedom . . .

"Any alternatives . . . encompass inherent repression and restrictions that must be avoided."

Broadcasters can stave off this course, Mr. Hyde declared, by improving programming.

Catv seminar discusses etv, pending regulation

Catv membership in the National Community Television Assn. is now near the 500 mark, up 20% over a year ago, it was reported last week in Chicago during NCTA's second annual legal seminar. About 50 attorneys and owners representing regional associations and local systems across the U.S. attended the Mon.-Tue. closed meetings. The association is in its 11th year.

No single issue dominated the discussions, it was learned, although consideration was given to the field of educational television. The possible ways in which antenna system operators could make their signal distribution facilities available to educational programmers, perhaps including some financial aid, were explored.

Other topics considered by the seminar included pending national legislation that would enable the FCC to promulgate rules and regulations in the Catv field; copyright problems and local and regional concerns over taxation and property rights.

No resolutions or conclusions were

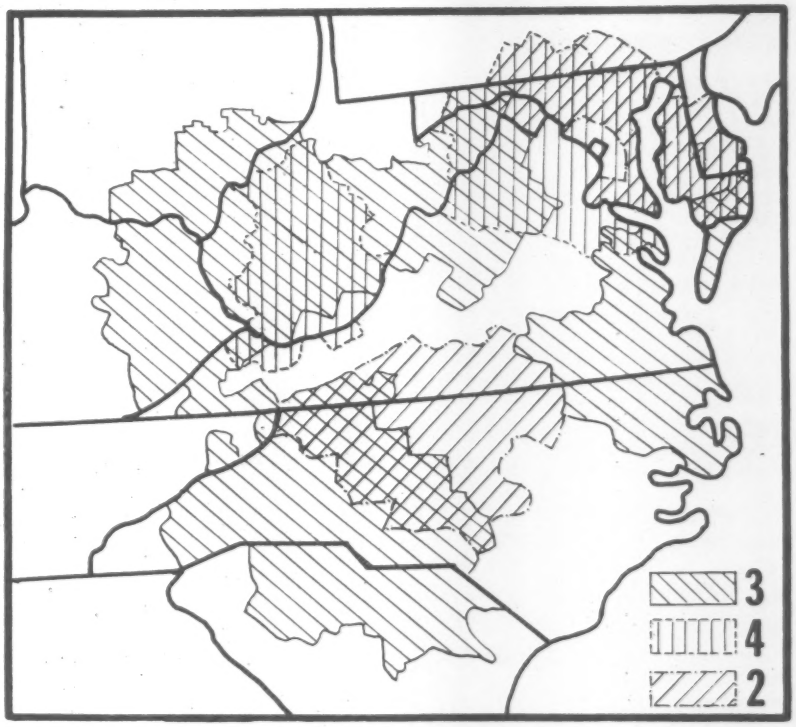
to the use of special antennas, booster stations, translators, satellites and wired services to extend tv service to remote areas.

Geographic Differences ▪ The regional breakdowns show that the New England region has the greatest number of tv services available per county (5.6 stations)—but the greatest number of stations actually used by the average home is in the South Atlantic area (3.4 stations).

"However, the South Atlantic states have the highest weekly use of tv stations at 3.4 per home, although in number of different stations per county the average of 4.8 is about midway in the range by areas. This is apparently the result of adequate numbers of different stations available, but with many of them with less than complete network scheduling [as of Spring '61], this has resulted in more 'shopping around' than in other, longer-established areas.

"In the mountain states, by contrast, there are fewer tv stations reported and used, although major credit for the averages of 2.2 and 3.3 falls to extended area services via cable, boosters, etc."

In examining the data from the standpoint of county population size Mr. Churchill noted "minor but progressive differences": The bigger the county, the more services available and used. This was found to be true of both radio and tv, with one "minor" exception: In the smallest counties, radio reliance was somewhat higher than the general pattern would indicate. Mr. Churchill considered this "in large part a reflection of the somewhat greater dependence on radio in remote areas, where television service is less varied and/or prevalent, and the resultant use of a wider range of remote radio stations to round out the listener's diet."



Those clean, round contour maps that engineers use for allocations and other technical purposes change shape when "coverage" is expressed in terms of people, as this map from A. C. Nielsen Co. demonstrates. Prepared from coverage data compiled for Nielsen's new NCS '61, it shows "actual coverage" of eight stations on three channels in a four-state East South Atlantic area approximately 450 miles square. In Nielsen's terms, "coverage" means any county where at least 10% of the tv homes reported watching a station during the measured week. In this map, the ch. 2 stations are in Baltimore and Greensboro; ch. 3 in Charlotte, Huntington, Harrisonburg and Norfolk, and ch. 4 in Washington and Oak Hill, W. Va. The legend shows where the different channels have "coverage" and the extent of overlap among them. (Overlap in terms of technical interference, if any, would not be evident since technical interference presumably would prevent effective viewing.)

drawn by the seminar, NCTA sources said, since most of the discussions were devised to achieve a pooling of individual experiences. Panel groups were headed by Robert L'Heureaux, NCTA staff attorney, and E. Stratford Smith, special counsel. NCTA National Chairman Glenn Flinn and President William Dalton also participated. NCTA's annual convention will be held June 17-22 in Washington.

$5.7 million sale to Hawaiian group

A syndicate composed of Hawaiian businessmen bought a 51.4% interest in Honolulu Star-Bulletin Ltd., last Wednesday (Dec. 6) for approximately $5.7 million. Application for approval will be made to the FCC.

The syndicate paid $53 per share, and an offering is being made to buy the 210,000 shares outstanding at the same price. The total price, if remaining shares are purchased, will be about $11.1 million.

The stock was purchased from the trustees of the estate of Wallace Rider Farrington. Properties of the corporation include the *Honolulu Star-Bulletin,* KGMB-TV Honolulu, KHBC-TV Hilo, KMAU-TV Wailuku and a printing plant.

Mrs. Joseph Farrington, the widow of Wallace Rider Farrington's son, attempted to block the sale, but on Dec. 4 the circuit court of appeals turned down her application for an injunction.

The Hawaiian syndicate is headed by J. Ballard Atherton, president of the Hawaiian Telephone Co.; Chinn Ho, president of Capital Investment Co.; John T. Waterhouse, vice president of Alexander & Baldwin; William H. Hill, president of Hilo Electric Light Co.; William H. Heen, an attorney, and Alexander Atherton, assistant vice president of the Hawaiian Trust Co. This group negotiated the transaction with brokers Vincent J. Manno-Howard E. Stark.

Various continental U. S. newspaper groups made bids for the newspaper-broadcasting property. From time to time, offers were reportedly made by representatives of Scripps-Howard, Ridder, Hearst, Newhouse and the *Chicago Tribune.*

Beaver new office

C. K. Beaver & Assoc., Memphis-based rep firm, has opened a new Atlanta office, with W. H. (Bill) Oldham, formerly with Edward Petry & Co., as manager. The Atlanta office is expected to enlarge Beaver's service to deep South stations.

Goals of old needed now Collins tells ad club

Businessmen should revert to and revive goals of a past era to cope with a disturbed world, NAB President LeRoy Collins said Dec. 1 in address to the Louisville Ad Club. He suggested they take these goals "out of the dark corners and from under the bed" —better quality products, greater advertising integrity and increased responsibility as Americans.

Gov. Collins said that while broadcasting has made "fantastic progress" in relatively short time, "it has plenty of room yet to grow in service to the public."

He added: "This broadcasters are determined to do through the instrument of the NAB codes of good practice."

He advocated "more high-quality programming, regardless of the category of the program." Broadcasters have poured millions of dollars into technological research, he said, and the result has been an amazingly comprehensive system of mass communication. But, he added, "we in broadcasting recognize our responsibility to inquire with equal vigor into the content and consequences of what we broadcast—and we intend to discharge that responsibility."

WKBW stations go all the way with Blair

Clinton D. Churchill, vice president and general manager of WKBW-AM-TV Buffalo, hands pen to John Blair for signature on contracts naming John Blair & Co. national representative for WKBW and Blair-TV for WKBW-TV. Flanking them are (l to r) Arthur McCoy, executive vice president of John Blair & Co., and Edward P. Shurick, executive vice president of Blair-TV, who witnessed the signing.

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NBC foreign newsmen set round table series

NBC's foreign correspondents will travel to 11 cities in January 1962 in their fifth and most extensive annual series of New Year forums. The tour will start in Washington, D. C., Jan. 4, with a luncheon meeting at the National Press Club.

Participants in each of the round tables will be NBC news correspondents Piers Anderton (Bonn), Frank Bourgholtzer (Moscow), Cecil Brown (Tokyo), Bernard Frizell (Leopoldville), Wilson Hall (Rio de Janeiro), Welles Hangen (New Delhi), Joseph C. Harsch (London), John Rich (Paris) and James Robinson (Hong Kong).

They will discuss the main currents of world affairs in 1961 as they may affect events in the coming year. The moderators, varying from city to city, will include NBC news correspondents Chet Huntley, John Chancellor, Edwin Newman, Frank McGee, Ray Scherer and Elmer Peterson.

Other cities, with January dates, on the schedule: Boston (8), New York (9), Philadelphia (10), Pittsburgh (11), Chicago (12), Detroit (15), Los Angeles (16), Seattle (17), San Francisco (18) and San Diego (19).

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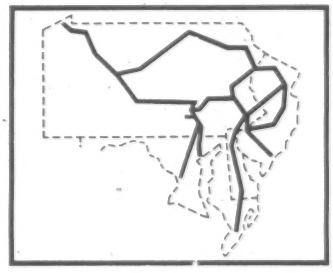

49,000-square-mile example of the way Interconnecting and Pooling works—the Pennsylvania-New Jersey-Maryland pool. It serves large cities, small towns, suburbs and many kinds of farms—a population of 18,400,000. Power is sent back and forth as needed over interconnected lines of investor-owned companies. This always insures ample reserve for any need or emergency, without the needless expense of building duplicate facilities. The pool has been serving customers, and growing, for nearly 40 years.

It can help keep rates low. In many places customers of one company benefit from the savings of the newest, most efficient plants of interconnected companies. Single large generating units can be built more economically than scattered smaller units.

Service becomes still more dependable. Homes and businesses have the advantages of big reserves of power from many areas. If an emergency shuts down a plant in one area, power is instantly brought in from others—perhaps hundreds of miles away.

Interconnecting and Pooling of power helps the investor-owned companies supply the bulk of America's electricity today. It is a big reason why they can supply all the additional electric power the nation will need for the new homes, new jobs and new businesses of the future.

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Keep America Powerful

Option time: pro, con goals similar

PRACTICE IMPROVES PROGRAMS, SAY NETWORKS; BUNK, SAY OPPONENTS

It was a case of not being able to tell who the players were even with a scorecard last week as the FCC held a day-long oral argument on the long-established, embattled network-affiliate option time practice.

The observer could easily tell who was for or against option time. The confusion was over (1) the claims by both sides of the same assets for their viewpoints; (2) what question was properly before the commission and the steps the agency could and should take, and (3) whether, if option time is banned, new programming sources will emerge or quality improve.

Both sides used the same plusses and minuses in arguing their positions. For example, the networks held that option time assures quality programming. That's bunk, the anti-option time people said, because it freezes out competitors and prevents them from selling their quality shows.

No new program sources would open up, the networks argued, since a large majority of their shows already are produced independently. But the other side countered that this is true because networks can make more money with less risk that way. And, it was said, they take only the shows they want and leave no market for what might be produced.

On Remand ▪ The FCC's September 1960 option time decision (which reduced the time an affiliate can option to a network from 3 to 2½ hours in each of four daily time periods) was back before the agency on a court remand. The commission had asked for the remand on the grounds it wanted to reconsider its decision (BROADCASTING, April 24).

Announced issues at last week's *en banc* oral argument were (1) whether time optioning is in the public interest, and (2) if it is found contrary to public interest, how the rule should be written to prohibit the practice. In comments and replies prior to the argument, thousands of words were devoted to what is and is not outside the scope of the proceeding (BROADCASTING, Oct. 9, Nov. 13).

Very little was said at last Monday's (Dec. 4) argument on the question of whether option time practices violate the antitrust laws, as the Justice Department has stated. In its order asking for additional comments, the FCC had excluded this issue. Six of the seven commissioners were present last week and entered into many spirited discussions with the parties making the arguments. Commissioner Robert T. Bartley, an announced foe of option time, was in Arizona for a civil defense seminar but he is expected to participate in a final decision.

Following are the parties who participated in the argument in the order of their appearances:

James McKenna for ABC-TV ▪ "Without option time," the ABC spokesman maintained, "competition would not be for quality programming at the network level, but for inferior programming at the local level. The overall result would be a downward spiral and the viewing public would be the greatest loser."

Non-network programming in all likelihood would not be equal in quality to the network programs displaced if option time is abandoned, said Mr. McKenna, a partner in the McKenna & Wilkinson Washington law firm. "The basic purpose of syndicators is to sell a program for more than it costs them. They have no continuous function of providing a balanced comprehensive service. They are not called upon to program time periods that are not sold, to maintain interconnection facilities or to produce information and public affairs shows at a loss," Mr. McKenna pointed out.

Abolishing option time would destroy or undermine the American system of advertiser-sponsored tv, he said, because without assurances of station clearances advertisers would curtail their tv expenditures. With such a loss in revenues, the networks would be unable to maintain news, special events and public affairs shows they now provide at a loss, he said.

"If tv were to lose its potency as an advertising medium . . . it would affect the sale and mass consumption of goods and products," Mr. McKenna told the commission. "To injure television would be to dampen and depress our whole economy—at a time when a strong upsurge and continued confidence in the American business system is essential not only to our welfare, but that of the whole world."

He claimed it is "fallacious" to suggest that new producers would enter the tv programming field if option time is abolished. He said the great bulk of today's network programming already is produced by independents.

Samuel Rosenman for CBS-TV ▪ Judge Rosenman urged the FCC not to use a "shock therapy" method on the networks by banning the option time practice. Such a step, he maintained, would be a step backward for the public as well as the tv industry. If option time is declared illegal by the commission, it would have an adverse effect for years to come, he said.

Pointing out that option time has been a practice since the beginning of radio networking, the CBS attorney said it still is as good today as then. Option time is the one means whereby a national advertiser can be assured of the national coverage he desires, Mr. Rosenman said, and without which the advertiser will not buy network programs.

He also argued that time optioning is the one best way to improve programming, which he said would suffer without such a network-affiliate arrangement. Mr. Rosenman, with the New

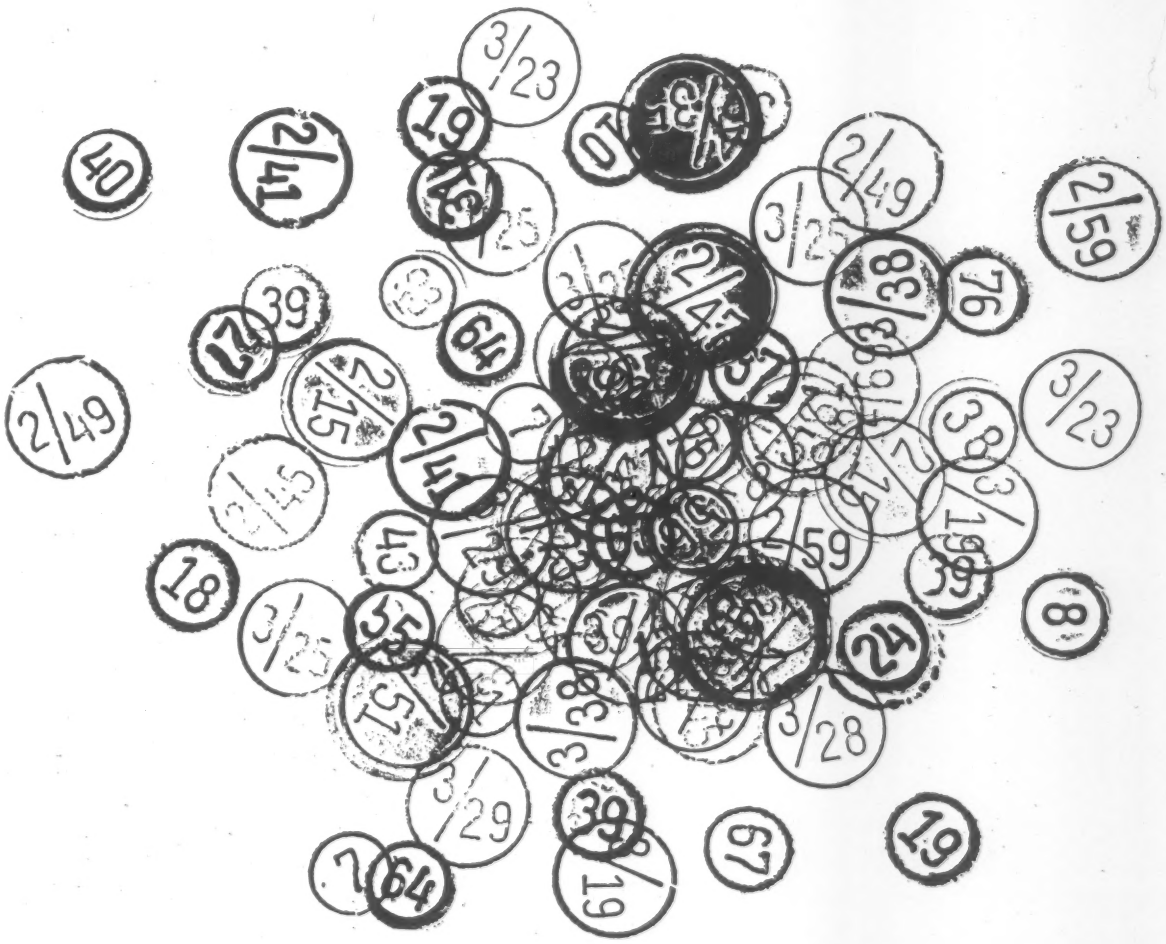
KIVA(TV) denies Yuma can support two

The economic injury a new station could cause an established one in a small market has been a constant complaint of radio broadcasters—but it affects some tv operators, too.

Last week KIVA (TV) Yuma, Ariz., ch. 11, asked the FCC to deny the application of New England Industries Inc. for a new tv station on ch. 13 there. KIVA said Yuma can barely support one tv station and that if another is permitted it is probable both would be forced out of business, thereby depriving the market of any tv service.

KIVA said fiscal 1960 was the first year it showed any profit in seven years' broadcasting—$5,303. That sum hardly diminishes the station's $400,000 operating deficit, it said. KIVA is affiliated with all three networks. As basis for its prediction both stations would fail, KIVA said the new facility would have neither the affiliation nor the power the established station has.

The station also questioned New England's estimates that it could construct the new station for $83,500 and operate it one year for $153,824. KIVA said it spends roughly twice this much for annual operating costs.



What would you charge for a new metal that's three times stronger than carbon steel? United States Steel developed just such a metal, "T-1" Steel, and though it's three times stronger, it costs only about 2½ times more. So, designers can frequently use one ton of "T-1" to do the work of three tons of carbon steel—*at less cost.* For example, on California's new Carquinez Strait Bridge, "T-1" saved $800,000 in the total cost of steel.

Is United States Steel reducing its own potential income with this new steel that performs better at less cost? No, because the money saved by "T-1" in one application will be invested elsewhere—in another new bridge, in more machinery, in more farm equipment—continuing the growth of America's economy. This is why United States Steel believes that the *value* of a material is determined by its performance . . . and why the development of stronger, better performing steels is essential to the growth of a stronger America. *America grows with steel.*

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USS **United States Steel**

Minow favors a very exclusive club of long-term licensees

The principle of awarding long-term or unlimited licenses to broadcasters as incentives to operate high grade stations has found favor with FCC Chairman Newton N. Minow. The FCC chairman said there is something to be said in favor of rewarding "concientious" broadcasters with unlimited or long term licenses.

He emphasized, however, that Congress would have to amend the Communications Act to permit it.

Mr. Minow made his remarks last week at a luncheon meeting of the U. of Pennsylvania Law School Alumni of Washington.

Bemoaning the workload of the commissioners, Mr. Minow mentioned various alternatives that have been suggested to permit FCC commissioners to devote more time to policy questions.

The long term license idea was one of them; Mr. Minow emphasized that where broadcasters do not live up to their responsibilities, the commission must have the power to institute revocation proceedings.

One move the FCC chairman said he definitely favors is the division of the FCC into two parts—a regulatory section and an adjudicatory section. Mr. Minow said he is thinking seriously of this as a partial solution to the "intolerable" workload carried by commissioners. He also said he is beginning to think favorably of the idea that hearing officers or adjudicatory specialists should be given lifetime appointments.

In the course of what was primarily a question-and-answer session, Mr. Minow declared he is concerned that an FCC hearing is now considered a sanction; in two instances recently, he remarked, sales of stations were terminated because buyers and sellers decided they couldn't, from a business point of view, await the conclusion of an FCC proceeding which might also end up in the courts. The two examples Mr. Minow was thinking about, it is presumed, are the sales of KLAC Los Angeles to Westinghouse Broadcasting Co. and WINS New York to Storer Broadcasting Co. Both sales were canceled after the FCC indicated hearings might be necessary. Both had been extended from time to time.

York firm of Rosenman, Colin, Kaye, Petschek & Freund, questioned the FCC's reasons for reconsidering its 1960 option time decision. He said CBS did not appeal the court remand because the network assumed the commission had a new angle to consider.

As to the second issue in the reopened case, he said any suggestions the networks might make to replace option time would be opposed by the same parties fighting time option contracts. "Under the guise of speaking for competition they are really trying to curtail competition," Judge Rosenman said. He charged that opponents actually are seeking to kill the networking system in American broadcasting.

Lawrence McKay for NBC ▪ The FCC cannot prohibit time option contracts unless it finds that such practices are against the public interest, Mr. McKay of the Washington office of Cahill, Gordon, Reindel & Ohl, maintained. And, he continued, for the commission to rule against option time it must establish with well documented facts that time options are inimical to the public interest.

In light of the facts well established in the lengthy record, for the commission to abolish option time would be the "height of imprudence," Mr. McKay said. He suggested that the FCC is "playing with danger" and that it should reject the "let's roll the dice" suggestions of time option opponents, who have offered nothing new.

The consequences of abolishing option time are too dangerous to be played with, Mr. McKay said. Using the FCC's own words in the September 1960 decision which found that option time is in the public interest and "reasonably necessary," the NBC counsel said that no challenge to these two findings has been made.

Morton Wilner for ABC-TV Affiliates ▪ To abolish option time would be to cut off the legs of the strong and stretch the legs of the not-so-weak, said the ABC counsel and member of the Washington firm of Lynon, Wilner & Bergson. Any new decision the FCC makes setting aside the 1960 action will be defective because it will not be based on personal testimony by "grassroots" witnesses, Mr. Wilner argued.

If conditions have changed, then the commission in all fairness must have affiliate witnesses testify on these changes before it can abolish option time, he said. ABC affiliates know that option time is necessary from the standpoint of better program quality and strong economics, Mr. Wilner said. The affiliates receive a superior product from the networks which provides them with the necessary money to do a better local job.

"Experience shows that stations will not get quality programming from non-network sources," he told the FCC in pointing out that the agency cannot pass any law which will improve the quality of syndicated programming.

Ernest Jennes for CBS-TV Affiliates ▪ CBS affiliates support option time "without qualification and vigorously," Mr. Jennes told the commissioners. A member of the Washington firm of Covington & Burling, he said there is no truth whatever in the charge that network affiliates secretly abhor option time but are afraid to speak up against it.

The fact that there are fewer syndicated programs on tv today has nothing to do with option time, he stressed. What possible objection is there to maintaining an assurance that a network can clear 2½ hours in a specific time period, he asked.

Opponents who claim option time no longer is relevant have argued themselves right of the case, Mr. Jennes said. If time optioning is abolished, the networks will devise a new means of clearing programs which may be subject to far more serious objections than those lodged against the present workable practice, he said.

The question of censorship would be foremost if the FCC adopts proposals by the opponents that only x number of network programs be carried by an affiliate, Mr. Jennes said.

Bernard Koteen for NBC-TV Affiliates ▪ NBC affiliates are not under any restraints and are not inhibited by option time, the partner in the Washington law firm of Koteen & Burt said. There is a "remarkable unanimity" among affiliates in support of the option time practice, he said.

Written time option contracts between network and affiliate are necessary for an orderly procedure in the conduct of business and to prevent erosion of programming, Mr. Koteen said in answer to a question. He said the written contracts protect the quality of programs and, overall, help raise the standards of performance.

If the FCC should decide to abolish option time, Mr. Koteen said, it should be done on a 12-24 month temporary basis. If, at the end of that time, the commission feels option time should be continued then the rules could be reinstated without further time-consuming rulemaking proceedings.

Russell Rowell for WBEN-TV Buffalo, N. Y. ▪ It is a "vain hope" that

other program sources could make up for the loss of network service, Mr. Rowell told the FCC. The strength of any station is related to the high quality of its programming which, in turn, hinges directly on a network affiliation, the WBEN-TV counsel said.

Mr. Rowell, associated with the Washington firm of Spearman & Roberson, said WBEN-TV is convinced its audience wants name talent, national and international news and other high quality offerings which only the networks can furnish. He said the station carries CBS-TV shows well in excess of those in option time periods by choice—because such network programs are the best available.

In answer to a question, Mr. Rowell said that WBEN-TV (the only individual station presenting an argument for option time) is participating in the oral argument under its own initiative and not at the suggestion of CBS.

Marcus Cohn for Westinghouse Broadcasting Co. ▪ WBC is sandwiched between the anti-and pro-option time factions, Mr. Cohn said, because the multiple station owner recommends (1) three hours of option time in each daily period, and (2) in markets of three or more stations, regular network programs should be prohibited in non-option time periods.

This second WBC suggestion brought on spirited questioning of Mr. Cohn in which all six commissioners present participated. WBC said that programs dealing with sports, public events and culture in which the network had no control over the point of origination or duration would be exempt from the non-option time program prohibition.

Mr. Cohn, member of the Washington firm of Cohn & Marks, said the FCC has the responsibility to regulate network-affiliation relationships. "As I read the dissent of the three commissioners who dissented on the option time, they would abdicate regulation," he said. This drew immediate rebuttal from the FCC and Commissioner T. A. M. Craven expressed surprise "to find a member of the industry inviting the government to come in and regulate your business.

The WBC spokesman said there are times when the FCC should state what it thinks is a good, quality tv programming. Westinghouse tv stations are WJZ-TV Baltimore (ABC), KDKA-TV Pittsburgh (CBS) KPIX (TV) San Francisco (CBS) and WBZ-TV Boston (NBC) and KYW-TV Cleveland (NBC).

Harry Plotkin, Station Representatives Assn. ▪ Through Mr. Plotkin, SRA charged that the networks have reached such a dominant position that affiliates no longer have a bargaining position. If a network offers a "turkey," the affiliate has to telecast it and has no chance to "shop around" for a better program, he said.

Network programs should be restricted to three hours in each of the option time periods of the day, he said, and affiliates should be prohibited from accepting network shows in excess of that amount. There is ample precedent for the government to sanction a segment of an industry which has become so powerful that competition is restrained, Mr. Plotkin, a partner in the Washington firm of Arent, Fox, Kintner, Plotkin & Kahn, said.

He maintained the option time case now is before the FCC just as if it had never been remanded by the court and that the agency is free to take any action it wishes—without being bound in any way by the 1960 decision.

Answering the charge that networks lead to better program quality, Mr. Plotkin said that most programs now are produced for network showing by independents simply because the networks can make more money, with less risk, under such a procedure. Criticizing the CBS incentive plan (see story page 82), he said compensation should not depend on the number of hours of network programming an affiliate clears. He thought it "remarkable" that CBS and its affiliates did not check the FCC for the legality of the plan before entering into contracts.

Lloyd Cutler for KTTV (TV) Los Angeles ▪ Mr. Cutler said KTTV and other program sources cannot produce top shows today because option time prevents them from placing the shows and recouping their costs. Independent stations such as KTTV, which has been a long and outspoken foe of the network-affiliation pacts, would be prime sources for quality new programming if they had a market, he said.

Good network programs would not fail without option time because affiliates would clear for them anyway, said Mr. Cutler, of the Washington firm of Cox, Langford, Stoddard & Cutler. Only the bad shows need the option time shield against competition which they now have, he said. The recent half-hour cutback in option time has not resulted in less affiliate clearances for network shows, he said.

Mr. Cutler advocated a rule forbidding option time or any form of exclusive affiliation and provoked a lively discussion with commissioners with this suggestion: A station taking more than 75% of its programming in prime time from any one source should have to prove to the FCC that its programming constitutes the best available. He said the commission could ban option time—without resolving the antitrust question—by finding it not in the public interest.

If option time is not banned on those grounds, then the commission must decide the antitrust question in favor of the networks before time optioning can be continued, he said.

Louis Nizer for Ziv-United Artists ▪ With the yoke of option time removed the quality of tv will improve immensely "so far as the eye can see," the

Needed, says CCCPI: fees, local hearings

Some leaves from the groves of academe were raked onto FCC Chairman Newton N. Minow's lawn last week. The Continuing Conference on Communications and the Public Interest, which includes heads of communications schools and departments throughout the country, suggested ways in which it thinks the FCC's operation could be improved.

The suggestions were conveyed to the FCC chairman by Gilbert Seldes, dean of the Annenberg School of Communications, U. of Pennsylvania, and chairman of the conference. He was on a discussion panel with Mr. Minow last week (see page 66).

The conference recommended that local hearings be held on all applications for new radio and tv licenses (as well as on license renewals); that the FCC reserve specific frequencies or make other accommodation for educational fm stations and that it charge a small fee for all licenses.

Appointment of "a public defender of viewer and listener interests" was also urged by the conference. It stated that broadcasters are represented by their own legal counsel, but the public is not, and that the FCC staff's role does not include "developing a systematic, thorough presentation of the needs, preferences and desires of viewers within a community."

The license-fee plan was recommended because the FCC has lacked a staff of adequate size since its inception, the conference reported. It suggested that radio and tv stations pay about $100 annually, special radio users such as taxi companies pay less and amateur and private radio users pay least, about $5 yearly.

In addition to Mr. Seldes, the executive committee of the conference is composed of Charles Siepmann, New York U. (one of the authors of the FCC's 1946 Blue Book); Kenneth Bartlett, vice president of Syracuse U., and Dallas Smythe, U. of Illinois.

PERSPECTIVE ON THE NEWS

Wiesner likes that all-uhf idea, too

JFK'S SCIENCE ADVISER SUGGESTS MAJOR RE-EXAMINATION OF TV

Advocates of the belief that all tv should be moved up into the uhf have a strong ally in one of the top posts of the federal government.

He is Dr. Jerome B. Wiesner, former director of famed MIT's electronic research lab and now special science adviser to the President.

Dr. Wiesner for a long time has held to the belief that only in the ultra high frequencies can there be found sufficient channels to permit competitive stations in the major markets.

But he goes one step farther. If uhf is going to be used for tv, then the very foundations of tv should be reviewed. This reassessment should take into account all the advances that have taken place in the 20 years since the present video system was established.

"If we are going to use uhf for television, and this is going to depend in part on the results of the New York tests, I think it would be a terrific waste not to review the foundations of tv," Dr. Wiesner said the other day. "We would be missing a golden opportunity if we just use these frequencies for a replica of the present system."

Why? Because of the tremendous advances in the technology of electronics and communications since the end of World War II, is Dr. Wiesner's answer.

Both these viewpoints—that tv be shifted to the uhf bands, where 70 channels are available (compared to the 12 in vhf), and that the basic standards of tv be re-evaluated in the light of major engineering breakthroughs in the last two decades—have strong support and opposition at the FCC.

FCC Commissioner Robert E. Lee has been in the forefront of this point of view in recent years. He has been aided and abetted by top engineers at the commission.

At the commission, Commissioner T. A. M. Craven has been outspoken in his questioning of the value of moving tv to uhf. Most consulting engineers and telecasters agree with Mr. Craven.

R&D Needed ▪ Does Dr. Wiesner think uhf can be made to work? The answer he gives is yes—but only after a full-scale, forced draft, research and development program. The cost? He estimates it will take between $50 and $60 million.

Reports that Dr. Wiesner was intervening in the tv allocations picture have been rife for more than six months (CLOSED CIRCUIT, March 27, Oct. 23). His ideas stirred broadcasters and engineers to grave misgiving, the industry particularly since it already was battling such basics as program control, option time, deintermixture and vhf dropins.

Most upsetting of Dr. Wiesner's reported ideas was that television's basic technology is old hat; that the time has come to put into use the advances made in information theory in the last decade.

It was to pinpoint these rumors that BROADCASTING asked Dr. Wiesner to express his views on tv and the allocations picture. This is how the noted electronics expert views tv now—and in the future.

First, a disclaimer. Dr. Wiesner emphasized: "I am not advocating anything. Tv is a minor problem for me; I have others that are more, much more important."

Second, background: Actually, Dr. Wiesner explained, tv was first brought to his attention in 1959 when FCC Chairman Frederick W. Ford wrote to MIT asking whether its scientists would be interested in undertaking a research project on uhf and tv. Dr. Wiesner answered this inquiry in early 1960 explaining what the group thought should be the approach and expressing an estimate on the cost.

At that time the FCC was seriously considering a full-scale study of uhf and tv by an outside agency. In the offing was a congressional appropriation which later that year brought the agency $2 million for a study of uhf. This is the money being used in the New York City experiment (see page 86).

With those two explanations out of the way, the President's science adviser expressed his opinions on tv and uhf. They boil down to this:

▪ Uhf is the best hope for tv's future. It would provide more stations in more communities than the present 12-channel, vhf system does.

▪ Tv can be made to work on the uhf bands. This may require a research and development program. Estimated cost of such an R&D project? Between $50 and $60 million. This would be aimed at developing higher powered transmitter tubes, the use of "more sophisticated" circuitry and components, directional antennas and improved receivers.

▪ The basic system should be color tv, rather than a black and white system.

Transition Period ▪ If this program were to be put into effect, the MIT scientist agreed, there would undoubtedly have to be a transition period to permit the public to change over without obsolescence of their present receivers. The cost of this changeover has been estimated at $20 billion.

A modern, 1960 tv system, Dr. Wiesner stressed, would mean a superior picture, higher resolution, more reliability, and a less expensive color system.

There is no vital emergency requirement for the vhf frequencies forcing such a move, Dr. Wiesner acknowledged. The vacated vhf bands, he speculated, could be used to help out in the crowded aeronautical and mobile radio frequencies. But, he stressed, this is definitely a secondary consideration in his thinking about tv and uhf.

Minow Told ▪ Dr. Wiesner has made no secret of his ideas and has expressed them from time to time, he said, to FCC Chairman Newton N. Minow, to the Electronics Industries Assn. and to others in both the broadcasting fields

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Ziv-UA spokesman told the commission. There is no way for new program sources to receive nationwide distribution and, to improve present offerings, the commission must provide a path, Mr. Nizer said. He offered this solution:

Affiliates should be permitted to accept only 2½ hours of network programming during prime option time and no other. This would leave 1½ evening hours free for syndicators and independent program sources. "What we are asking for is a modest suggestion," he said.

The public would gain from the complete abolition of option time, Mr. Nizer contended. He said delay may be fatal to Ziv which is facing a "great emergency." He said the local advertiser has no opportunity to buy prime tv time to compete with national distributors of the same product. He said that through option time a station abdicates its responsibilities to the network and programming is accepted without regard to balance or quality.

He said the networks claim that option time insures better program quality is a "delusion" and that without such affiliate contracts competition would be greater and networks and syndicators would strive for better shows.

and the manufacturing fields.

Mr. Minow said he was familiar with Dr. Wiesner's ideas, but felt any consideration of them at this time was premature. "First we'll have to complete the New York test," he said the other day, "and then we'll have to decide what that means in terms of tv's future."

Certainly, he added, Dr. Wiesner's views will be given every consideration.

EIA Executive Vice President James D. Secrest said that as far as he knew Dr. Wiesner had not formally communicated his ideas to the association. Mr. Secrest said he had heard that Dr. Wiesner had expressed such views, but presumed they were made personally to radio-tv manufacturers.

The whole problem of tv allocations stems from the unhappy experiences of uhf operators in competition with their vhf colleagues.

In 1952 the FCC, in lifting the tv freeze, adopted the principle of intermixing uhf and vhf channels in the same markets. The theory then was that both would mesh into one overall service to the public's gain.

It was acknowledged at that time, however, that uhf outlets would find it more difficult because of inherent shortcomings in the frequencies: They didn't cover as much area as did vhf with the same amount of power; they were more susceptible to attenuation in rough or hilly terrain; viewers required a special adapter and in many cases a special antenna to receive the uhf transmissions.

Tv allocations, both vhf and uhf, occupied the attention of Congress a half dozen times in the years beginning in 1954. Both the Senate and the House commerce committees looked into the problem.

During this time and up to the present the engineering art of electronics and communications has sped forward. Power up to the millions of watts has become available for uhf tv. The transistor was born and flourished to the extent it is now capable of obsoleting —and has obsoleted—the vacuum tube in many functions. New theories of information transmission and reception have been suggested and, in many instances, accepted by scientists.

Dr. Wiesner

Much of Dr. Wiesner's thinking, it has been reported, is based on this last subject. Behind this belief is the sincere concern that existing modes of transmission—such as in tv—are wasteful of short-supply frequency space.

Cybernetics ▪ The current work on information theory had its beginning in 1948 with Dr. Norbert Weiner at MIT. It was advanced by Dr. Claude Shannon of Bell Labs in the same year.

In excessively simplified form, these ideas are grounded on the fact that information (speech, words, pictures, data) can be digitalized, broken down into bits. Since many combinations of intelligence occur frequently, much information need not be transmitted.

In the field of words, for example, the letter T is quite often followed by the letter H. Under Shannon's Law, there is no need to send the H after the T since this can be assumed more often than not.

In the field of tv, this same principle can be used in the transmission of a dramatic show. The set of such a program is constant; it doesn't move or change. Yet this same background is continuously transmitted 60 times a second, when actually it is only necessary to transmit it once.

Early in 1959, the FCC's technical study chief, William C. Boese, issued a commentary on tv that stirred the FCC and the industry. In it, Mr. Boese, in conjunction with his colleagues, spelled out the startling advances that had been made in the technology of tv and suggested that a basic color system be reestablished on uhf using the newest knowledge. This, he said, could be used to "motivate" the use of the higher bands (BROADCASTING, Sept. 28, 1959).

At about the same time, W. C. Coombs of the National Bureau of Standards' Boulder (Colo.) Labs presented a paper on *Digistalized Tv*.

Even before that time, in official opinions of the FCC and in internal memoranda for commissioners, there were suggestions that uhf is the most likely place for tv.

Show Me ▪ To all this, many at the FCC and in industry express out-and-out doubt. FCC Commissioner T. A. M. Craven exemplifies the attitude when he asks, as he has often in the past: "How much is it going to cost?"

The answer, according to everything Commissioner Craven has been able to elicit from those favoring a new look at tv standards is that a good, modern, tv receiver capable of high resolution color is about what a good tv color receiver sells for today—$500.

This to Commissioner Craven and others who are skeptical seems hardly worth while.

As to the claim of a superior picture, Commissioner Craven is dubious even of that. An engineer might be able to see the difference, he said the other day, but the ordinary person would not see any marked difference between a good picture using today's standards and one using tomorrow's standards.

Another critic, asking anonymity, expressed his sentiments this way:

"Sure we can make uhf work and revise the standards at the same time, if we want to spend the money. But tv and allocations aren't purely an engineering matter; there's economics and politics, too."

The marketplace—and the other end of Pennsylvania Avenue. They become all important when there's tinkering with tv.

WTTV to Indianapolis passed by commission

WTTV (TV) Bloomington, Ind., received FCC approval on the ch. 4 station's request for rulemaking shift to Indianapolis—but, at the same time, the commission threw in a kicker for which the television station had not bargained.

The commission invited comments on the proposed shift of ch. 4 and at the same time asked for views on this issue; whether more than three vhf commercial services are needed in the Indianapolis-Bloomington area and whether it would better serve the public interest to reserve one of the four vhf channels in the area for educational television.

Indianapolis stations include WFMB-TV (ch. 6), WISH-TV (ch. 8) and WLWI (TV) (ch. 13). There are no educational television stations in the Indianapolis area. Bloomington is approximately 50 miles south of Indianapolis.

The commission also deferred action on the request that station WTTV had made for a show cause order specifying operation on ch .4 as an Indianapolis station instead of a Bloomington outlet.

Has small media advertiser a chance?

TVB, RAB SAY YES; BUT BUSINESSMEN PAINT DREARY PICTURE

A congressional subcommittee last week heard the relationship between television networks and local businessmen described as one in which a "visitor comes into your home, takes over your bedroom and sends you out to the back lot."

Chris E. Finkbeiner, president of a Little Rock, Ark., meat-packing company, said this became his view after television programs he sponsored had been bumped from Class A time on three Little Rock stations because of network demands for his time slots.

"I don't mind a guest," he said. "But I don't want him taking over the master bedroom." Mr. Finkbeiner testified before a subcommittee of the House Small Business Committee, which is investigating television and radio advertising opportunities available to small businessmen.

His sentiments were echoed by five other businessmen who claimed that they were being squeezed out of the television time periods they wanted by network time sales to national advertisers.

The subcommittee, which will consider whether broadcast industry practices affecting small advertisers are such as to require amendments to the Communications Act or the antitrust laws, launched its hearings on a note of warning from its chairman, Rep. Dale Alford (D-Ark.).

He said many of the witnesses had been reluctant to appear voluntarily because of "expressed fear of economic reprisals." He said the subcommittee will "maintain a very close surveillance" to make sure they are not subjected to any retaliatory action.

But the heads of the Television Bureau of Advertising and Radio Advertising Bureau were not reluctant witnesses. The small businessmen's complaints notwithstanding, each said the medium he represented had plenty of time available—and each went into an extended pitch on how desirable and economic the availabilities are.

Norman E. Cash, TvB president, said that 2,958 small advertisers used spot television last year and quoted figures to show additional time is readily available.

RAB's Sweeney ▪ Kevin Sweeney, RAB president, said small businessmen not on radio were missing an opportunity to use a mass medium which could, at little cost, enable them to compete with large retailers and manufacturers.

And Kenneth A. Cox, chief of the FCC's Broadcast Bureau, said a check of the commission's files "indicates we have had relatively few complaints from small business concerns as to lack of access to television or radio."

He said a problem does exist, in television, in that there are a limited number of stations, each of which has only a limited amount of prime time available.

His suggestion—which follows current FCC policy—is to make full use of the 70 uhf channels that are now only sparsely occupied. He urged support of the commission-backed all-channel receiver legislation and the other steps it is taking to develop uhf broadcasting.

William L. Sweitzer, holder of a Hammond Organ franchise dealership in Atlanta, said he has been unable to obtain 15 minutes in prime time from any of the three stations in the Atlanta market despite standing orders left with them for three years.

He said representatives of the three Atlanta stations—WAGA-TV, WLWA (TV) and WSB-TV—told him network commitments made it impossible for the stations to sell him the time he wanted.

Roger Weinberger, advertising manager for a St. Louis discount clothing store, said KSD-TV, an NBC affiliate on which he normally bought a substantial number of spot announcements, had constantly reduced the time available to him because of preemptions by national advertisers.

News Bumps Cannonball ▪ Herman Ziffren, owner of an appliance store in Davenport, Iowa, told the subcommittee he lost a 10:30-11 p.m. time slot on Saturday on WOC-TV, an NBC affiliate, a year ago. But his problem appeared to be mainly that the station wanted to program a news show at 10:30 Saturday night and was unable to find another period for his half-hour show that he could afford. Recently, however, the station opened up a 12 noon Saturday spot for him, he said. This solved the problem he had of utilizing $3,000 worth of *Cannonball* episodes for which he had contracted.

The subcommittee also heard from the head of a small Milwaukee advertising firm, James W. Martin, who said a manufacturer he represents is being denied the opportunity to grow because of his inability to buy prime time.

The client, Jetron Co., of Milwaukee, makes a furniture polish which Mr. Martin said competes with Johnson Wax and Simoniz. Jetron, which is unable to afford a network buy, has been attempting to purchase television time in Milwaukee.

Monopoly Trends ▪ Support for these sentiments was expressed in the testimony of George J. Burger, vice president of the National Federation of Independent Business. He said his organization has not yet taken a position, but he quoted an "associate" who has had "long experience" in broadcasting as declaring that current television network practices are tending "to centralize business in a monopolistic pattern."

In addition to the complaining businessmen, the subcommittee heard from A. Frank Reel, vice president of Ziv-UA, and Lawrence Webb, managing director of Station Representatives Assn. Neither, however, was a voluntary witness, and both referred the subcommittee to the comments their organizations have filed in the FCC option-time case (see story, page 74).

Mobile hearing told of false daily logs

Testimony on alleged false program logs, hidden financial returns, threats to employes and the secreting of station documents highlighted last week's hearing on the license renewal application of WMOZ Mobile, Ala.

The hearing, which is continuing this week, is being held in Mobile before FCC Hearing Examiner Herbert Sharfman. The application was set for hearing on the grounds WMOZ had submitted false financial reports, false and forged program logs, misleading information on public service programming and the number of spots broadcast.

WMOZ is owned by Edwin H. Estes, who also is the licensee of WPFA Pensacola, Fla. The latter station is facing license revocation proceedings instituted by the commission.

FCC attorneys John Reilly and Robert Peloquin presented witnesses, including present and former employes of the station, designed to show that false composite week program logs were prepared to submit to the commission. Some of these logs, it was shown, were allegedly signed by a former WMOZ employe, Percy L. Mauldin, who was dead at the time they were dated.

Mrs. Erma J. Hurst, WMOZ office manager, said that in December 1960, she typed seven daily logs for the 1959-

60 composite week at the direction of Mr. Estes. She testified these logs were submitted to the FCC as the true daily logs.

James Martin, a WMOZ disc jockey, said that he took actual station logs home with him for his own protection because the false logs were being submitted to the FCC.

Sign or Else ▪ Jean O. Baylor, now with KZEY Tyler, Tex., said that when he was a WMOZ disc jockey he was ordered by Mr. Estes to "sign or else" a log for submission to the commission which he (Baylor) knew was forged. Mr. Baylor also said that under instructions he put WMOZ back on the air after it had been signed-off to read a commercial. Also testifying concerning falsification of logs was Arthur J. Crawford, formerly with WMOZ and now a disc jockey for WGOK Mobile.

Mrs. Alberta Williford, WMOZ bookkeeper, gave testimony concerning paid spot announcements which she said were not carried in the station's books or reflected in its annual financial report.

Mr. Estes was scheduled to testify Friday (Dec. 8) as one of the final witnesses in the FCC case. The station will present its defense this week.

Eaton fm station faces $8,000 fine

WCUY (FM) Cleveland Heights, Ohio, received "a notice of apparent liability" for an $8,000 fine from the FCC last week for alleged violations of the commission's rules and the Communications Act.

The station faces the forfeiture because it began programming on 92.3 mc without prior notification to the FCC and prior to the filing of a license application or a request for program test authority, the commission said. WCUY, owned by multiple-station owner Richard Eaton, received a construction permit to shift from 95.3 mc to 92.3 mc in July 1959.

The commission is authorized to fine a station $1,000 per day for each violation of its rules. WCUY's dual citations were for four days, accounting for the $8,000 figure. This is the third such FCC fine notice since the agency received authority to levy monetary sanctions. KOMA Oklahoma City currently is facing a $10,000 fine (BROADCASTING, Nov. 27).

WCUY was given 30 days to answer the FCC notice. Its possible forfeiture was announced one year to the week after five other stations owned by Mr. Eaton were given only 15-month license renewals—the first short-term sanctions issued by the commission. Renewal applications for the five stations —WANT Richmond, Va.; WFAN (FM) Washington; WINX Rockville, Md.; WSID Baltimore, and WMUR-TV Manchester, N. H., were filed last week. The present licenses expire March 1.

Some fm applications put in cold storage

The FCC's processing of applications for new fm stations isn't exactly "frozen" but things are cold and will get colder before the "thaw" sets in.

This is essentially what the commission's new "interim procedure" for processing fm applications means. The temporary rules were announced last week when the FCC formally denied several pending petitions for a full or partial freeze on fm grants.

The new "procedure," effective last Wednesday (Dec. 6), actually will "freeze" a large majority of the 150-odd pending applications for new commercial fm stations. This will be so because most of the applications conflict in some way with the commission's proposed new fm rules (BROADCASTING, July 3).

Under the new requirements, it will be possible to grant new fm stations in sparsely-populated areas removed from other fm stations but a grant in a metropolitan area will be next to impossible, a commission official said.

Applications now on file will be processed where the facility sought will not receive or cause interference within its 1 mv/m contour or cause interference within the 1 mv/m contour of another proposed or existing station. In addition, the new station's coverage may not be more than that of an existing station with 20 kw and antenna 500 feet above average terrain.

Who Gets Frozen ▪ The commission said it will review fm applications now pending, including 30 in hearing status, to determine whether they are consistent with the interim criteria. If an application does not conflict, a grant will be possible but, if it does violence to the proposed new fm rules, the applicant will be notified that a grant cannot be made and the application will be withdrawn from the processing line, the FCC said.

Future applications which conflict with the new fm rules will not be acceptable for filing but pending applications may be amended to meet the new requirements, the commission said. Educational fm applications are exempt from the interim requirement except that in the computation of service and interference, the applicant will be required to use the same propagation curves as the commercial applicants.

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Population	1,520,100	Drug Sales	$ 40,355,000
Households	423,600	Automotive Sales	$ 299,539,000
Consumer Spendable Income	$1,761,169,000	General Merchandise	$ 148,789,000
Food Sales	$ 300,486,000	Total Retail Sales	$1,286,255,000

KNOE-TV AVERAGES 71.7% SHARE OF AUDIENCE

According to March, 1961 ARB we average 71.7% share of audience from 9 a.m. to midnight, 7 days a week in Monroe metropolitan trade area.

KNOE-TV
Channel 8
Monroe, Louisiana
The only commercial TV station licensed to Monroe.

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A James A. Noe Station
Represented by
H-R Television, Inc.

Photo: Southwest-Feazel Gas Processing, Dubach Plant, Dubach, Louisiana.

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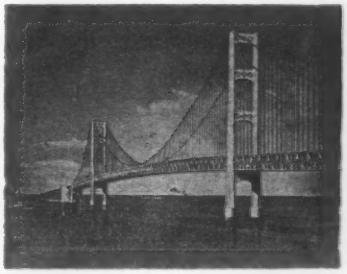

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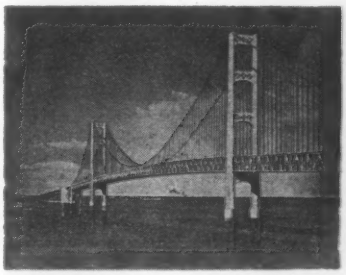

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Paul Bunyan Network

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General Manager

national representatives
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DROP-IN DOESN'T MEAN OPEN HOUSE

FCC discourages drop-ins at a drop of the hat

The FCC is not considering wholesale assignment of vhf channels at less than minimum mileage separation, the agency stated plainly last week in an announcement denying several short-spaced vhf proposals. Apparently deciding that some broadcasters regard its rulemaking to drop in vhf channels in eight markets as an open-house invitation to request drop-ins, the FCC explained that it considers the eight drop-ins as interim emergency measures pending development of uhf broadcasting.

"Except in limited and unusual circumstances, the commission has firmly adhered to its spacing rules," the FCC said, explaining that the rulemaking decision "represents a less than ideal but necessary course of action to remedy, in this interim period, what we consider to be serious shortcomings in the television allocations structure."

The commissioners said they limited proposed drop-ins to specific major communities "where it is possible to add a meaningful vhf operation without causing undue interference, where the operation of two vhf stations effectively precludes the establishment of uhf service but leaves large numbers of people inadequately served" and where there will not be a strong adverse impact on uhf operations in other markets. The FCC said it feels a mass proliferation of short-spaced vhf assignments would degrade existing service and hamper the development of uhf.

"The commission is convinced that the solution to the present shortage of spectrum space [in populous areas] must depend upon utilization of the uhf band," the announcement concluded.

No Soap ▪ The commission thereupon denied requests for short-spaced vhf additions in Columbia, S.C.; Akron, Ohio; Portland, Me.; Milwaukee; Toledo, Ohio; Saginow-Flint-Bay City, Mich., and Jackson, Miss. It denied a petition by Assn. of Maximum Service Telecasters asking that the whole proceeding be dropped but made a technical change requested by AMST to require stations using directional antennas to install a suitable reference antenna as part of the original installation. The FCC also denied a request by KLFY-TV Lafayette, La., that no consideration be given to assigning ch. 11 at Baton Rouge, La., at less than the required 60-mile adjacent channel spacing.

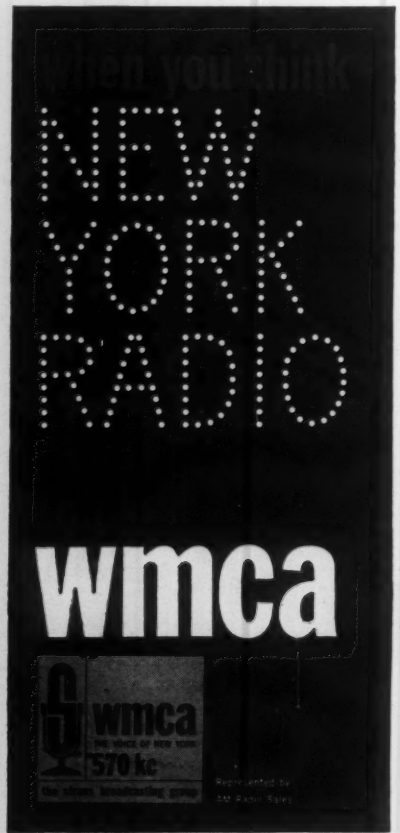
WAFB-TV Baton Rouge last week also requested that ch. 11 be dropped in at standard adjacent channel separation or, as an alternative, that WAFB-TV be granted a mileage-separation waiver to move its ch. 9 closer to Baton Rouge. Otherwise the new station would enjoy an unfair competitive advantage, WAFB-TV claimed.

The assignment of ch. 3 to Birmingham, Ala., would increase the problems of uhf stations in northern Alabama, WAFG-TV Huntsville (ch. 31) told the commission last week. It pointed out that one of the FCC criteria for drop-ins is that they do not adversely affect uhf stations in other cities. The station listed several uhf stations it said would be injured, and predicted that some of them might be forced off the air by the competition. As an alternate suggestion, WAFG-TV proposed that the FCC allow one of the uhf stations to operate ch. 3 at Birmingham while the comparative hearing for the channel is in progress, allowing the uhf station to take the interim profit to offset the economic injury that would follow the first grant.

New Horizons Telecasting Corp. asked the FCC to drop in ch. 10 at Jacksonville, Fla., at substandard spacing. The company said such an assignment would meet all FCC criteria for drop-ins and bring a third vhf service to Floridas third largest city. It added it would apply for the channel and request interim operation.

As another drop-in action, the FCC agreed to add ch. 12 at short spacing in New Orleans but said that since the channel is already assigned there rulemaking is not necessary. The channel is operated by Coastal Tv Corp (WVUE [TV]). The FCC said it will accept comments on whether to modify the WVUE construction permit to accomodate the short spacing. Commissioner Lee dissented in this decision.

The commissioners also denied petitions for rulemaking to add a short-spaced assignment at Worcester, Mass., and by Florida Educational Tv Commission to add ch. 11 for etv at substandard spacing in Orlando, Fla. Chairman Minow dissented in the Orlando denial.



Complaints mounting against deintermixture

Complaints against deintermixing eight markets by deleting their sole vhf channels continued to deluge the FCC last week. In addition to protests from civic groups, granges and state organizations in all states where the FCC has proposed deintermixture, Sen. Prescott Bush (R-Conn.) registered indignation ("I'm shocked.") at the idea of the FCC's removing WTIC-TV Hartford ch. 3 and the Illinois Maximum Coverage Tv Committee, which was formed especially to meet the deintermixture crisis, announced it had collected more than 48,000 signatures of people in Illinois opposed to changes in channel designation of two stations there (WCIA [TV] Champaign Urbana and WREX-TV Rockford).

WBBQ Augusta, Ga., supported the deintermixture of Columbia, S.C., and asked the FCC to shift ch. 10 (now WIS-TV) to Augusta to bring that city its third vhf service. WBBQ said this assignment would meet all mileage separation standards if the antenna site were permitted to be at least seven miles northeast of the city. Augusta is an all-vhf market which presently has chs. 6 and 12.

FCC invites comments on new Florida etvs

Comments were invited by the FCC last week on rulemaking proposed by the Florida Educational Television Commission which would assign 12 new uhf channels for etv throughout the state. Deadline is Feb. 5.

The new educational u's would be in addition to nine channels already designated for etv in Florida (five vhf and four uhf). Cities which would have now-commercial channels allocated for educational use are Bradenton, ch. 28; Ocala, 15; Marianna and Palatka, 17; Leesburg, 26; Lake City, 33. The fol-

lowing cities presently without any allocation, would receive the channels indicated: Boca Raton, ch. 25; New Smyrna Beach, 18; Cocoa, 14; Madison, 21; Ft. Pierce, 31, and Ft. Myers, 16.

Similar rulemakings have been proposed for Georgia and Kentucky and all three have been consolidated in the FCC's docket dealing with the overall promotion of uhf (BROADCASTING, Nov. 27), the comment deadline for which also falls on Feb. 5.

Most favor Springfield deintermixture

ST. LOUIS, TERRE HAUTE GROUPS SUPPORT FCC PLAN

Supporters outnumbered antagonists of the FCC's plan to delete ch. 2, the sole vhf channel assigned in Springfield, Ill., and to place ch. 2 facilities in both St. Louis and Terre Haute, Ind., but both sides filed heated comments last week.

The commission deintermixed Springfield in 1957, assigning ch. 2 to Signal Hill Telecasting Corp. (KTVI [TV] in St. Louis). But the Court of Appeals remanded the case to the FCC for determination of whether off-the-record representations had been made to commissioners; the FCC so found and ordered a new hearing to start from scratch.

The incumbent KTVI said it is of benefit to the public interest in the Springfield area to leave ch. 2 out so as to allow full utilization of uhf there. The terrain in central Illinois is "extremely favorable to the propagation of uhf signals," KTVI claimed. Four vhf stations (and one vhf etv) in St. Louis permits presentation of a great diversity of "truly fine network and non-network programs," the station said. KTVI also claimed that the commercial and etv stations there work together to provide a wide educational base for St. Louisans. The FCC should weigh the greater coverage provided by ch. 2 allocations in St. Louis and Terre Haute against the smaller coverage the channel would supply in Springfield, KTVI advised.

Sangamon Valley Tv Corp., which contested the shift of ch. 2 from Springfield in the 1957 hearing, said the deintermixture is not only contrary to the public interest but is "absolutely barred by the Communications Act." The concept of "competitive equality" (under which the FCC deletes certain vhf channels to foster the expansion of uhf stations) is contrary to the doctrine of "equitable distribution" of broadcasting facilities demanded by the Act in the Springfield case, Sangamon maintained. The company cited the *Sanders Bros.* case in which the Supreme Court held that the FCC cannot protect the business interest of an individual station, only the overall public interest.

Failure ▪ Sangamon said the FCC's deintermixture plan has already proved a failure and that there has been little uhf growth in the Springfield area during the years since the original FCC decision. This statement was contradicted in joint comments by Plains Tv Corp. (licensee of several Illinois uhf stations including WICS [TV] Springfield) and WTVP (TV) Decatur, Ill. They said the uhf island is prospering and covering an area of 4,310 square miles with population of 286,623. If ch. 2 is returned to Springfield national revenues would be divided by ch. 2 and the other vhf (WCIA [TV] Champaign-Urbana, Ill.) and the uhf stations would no longer get any significant amount; the uhfs would lose network affiliations and at least one would fail, Plains and WTVP argued. Assigning ch. 2 to Terre Haute and St. Louis would eliminate a larger underserved area than replacing it at Springfield, they said.

ABC and the Committee for Competitive Television, an organization of uhf stations, both supported deintermixture. ABC said, "All of the reasons which prompted the commission in 1957 to remove ch. 2 from Springfield are equally or more persuasive today."

Three prospective applicants for ch. 2 Terre Haute—Fort Harrison Telecasting Corp., Illiana Telecasting Corp. and WTHI-TV which wants to shift from ch. 10 there—all said that the wider coverage area afforded by Terre Haute and St. Louis ch. 2 facilities makes the shift inherently more efficient. All three said the FCC would be consistent with other decisions it has made in offering Terre Haute its second tv service and the public in that market its first choice of tv services.

Unfair ▪ The State of Illinois (through the state's attorney general) said unfair distribution would result unless ch. 2 is returned to the state capital. It pointed out that Missouri has 16 vhf channels and Illinois has nine, although Illinois is twice the size of Missouri. The FCC should attempt to secure statutory authority to require the manufacture of all-band tv receivers and should abandon all deintermixture (branded illegal), the state said.

KPLR-TV St. Louis, an independent station, made a counter-proposal that ch. 2 be deleted from Springfield but assigned to Salem-Rolla, Mo., instead of to St. Louis. The station said St. Louis has no need of four vhfs which causes a "severe competitive imbalance" to the unaffiliated station.

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NEW NTA MEN SUE THE OLD

Landau, Unger, others named in four-count suit charging officers and bank conspired to defraud

The new management of National Telefilm Assoc., New York, is suing former officers and directors of NTA and present and former officers of Cantor, Fitzgerald & Co., Beverly Hills, brokerage firm, charging them with "mismanagement" of NTA operations.

The suit was filed in New York State Supreme Court by the present NTA group which seeks "to recover damages against the defendants for all losses sustained by NTA and profits derived by defendants as a result of the wrongful acts herein alleged."

The suit lists four separate courses of action. The first points out that Ely A. Landau, Oliver Unger, Harold Goldman, former board chairman, president, and executive vice president of NTA respectively, and other officers (referred to in the complaint as the Landau group), controlled NTA, and changes:

Landau Group Accused ▪ "On the basis of false profit and loss statements, NTA paid the Landau group and other employes of NTA entitled to share in profits during the fiscal years ending July 31, 1957, and July 31, 1958, amounts in excess of $265,000 as their participation in the profits of NTA pursuant to agreements which said defendants referred to and other profit-sharing agreements."

The second charge deals with Cantor, Fitzgerald (referred to as the Cantor group). The complaint asserts that B. Gerald Cantor, president, and other officers of the investment company "in late 1957 or early 1958, entered into a conspiracy with the Landau group." It claims "the Landau group agreed to permit the Cantor group to appropriate funds and assets of NTA as hereinafter set forth in consideration of the Cantor group permitting the Landau group to exchange their valueless securities in NTA for substantially more securities in NT&T." (NT&T refers to National Theatres & Television, which allegedly was controlled by Cantor, Fitzgerald in 1958. NT&T presently is the controlling stockholder in NTA.)

Cantor Group Accused ▪ The third charge is that there was a purchase of more than $2 million face amount of note for the account of NTA before Dec. 31, 1959, and that this constituted "an improper and illegal diversion of assets for the sole and exclusive profit and benefit to the Cantor group, their customers and associates. The exact amount of losses sustained by NTA and profits derived by the defendants is unknown."

The fourth charge deals with the purchase of all the Eugene O'Neill literary rights for television and films by Mr. Landau. Negotiations for these rights, it was pointed out, were conducted by Messrs. Landau and Unger until Feb. 16, 1961, when Mr. Landau resigned and was succeeded by Mr. Unger (shortly thereafter Mr. Unger resigned). The complaint charges that Mr. Landau and Mr. Unger "entered into a conspiracy" permitting Mr. Unger to purchase the rights to the O'Neill properties from Mrs. Charlotte O'Neill, the playwright's widow. As a result, the charge continues, "NTA was wrongfully deprived of its lawful rights and opportunity to acquire the aforesaid tv and film rights, and said rights and opportunity were wrongfully and improperly diverted to defendant Landau."

Last spring a group of minority stockholders in NT&T, including Leonard Davis of New York and Joseph S. Best of Los Angeles, initiated a separate suit in chancery court in Delaware against past and present officers and directors of NT&T, charging them with mismanagement of corporate affairs in connection with the acquisition of a controlling interest in NTA in 1958. Depositions are being taken by attorneys for the plaintiffs in this action. Mr. Davis subsequently was elected chairman of NTA.

The law firm of Aranow, Brodsky, Bohlinger, Einhorn & Dann, New York, is representing the new administration of NTA in the suit, as well as Mr. Davis in the NT&T action. Milton Paulson of New York is representing Mr. Best. Hays, Sklar & Herzberg, New York, is representing Mr. Landau and other former NTA executives and di-

FCC's programming amazingly like that of any other station

There's a new television licensee who maybe has forgotten FCC Chairman Newton Minow's speech about the "vast wasteland." Its station is carrying programs that seem to come right out of the "wasteland's" heart: westerns, mysteries, game shows — and *The Three Stooges.*

The licensee is the FCC.

Its station, WUHF (TV) New York, the ch. 31 experimental station set up to test uhf's technical efficiency in New York's concrete canyons, is on the air daily from 9 a.m. to 11 p.m. Through New York's Municipal Broadcasting System, which is operating the station and is slated to get the plant when the test is over, WUHF originates a substantial number of its own programs. But it can't fill 14 hours a day by itself, and so the FCC made arrangements to simulcast programs of the six New York commercial vhf stations.

Among the commercial-station programs it's simulcasting regularly are NBC-TV's two-hour morning block of game shows, a 2½-hour afternoon sequence of educational programs carried by WPIX (TV), the evening news report from CBS-TV, and such entries in the nighttime ratings derby as *To Tell The Truth, Pete & Gladys, Window on Main Street, Garry Moore Show, Rawhide, The Defenders* and *Have Gun Will Travel* from CBS-TV; *87th Precinct, Thriller, Laramie, Wagon Train, Bob Newhart Show, David Brinkley's Journal, Dr. Kildare* and *Tales of Wells Fargo* from NBC-TV; and *The New Breed, Ozzie and Harriet, Donna Reed Show, Flintstones, Fight of the Week* and *Make That Spare* from ABC-TV.

On Saturday afternoon WUHF has carried collegiate football as broadcast by ABC-TV, followed by a WNEW-TV sports program. And every afternoon at 4, Monday through Friday, are ABC-TV's *American Bandstand* and *Youth News,* followed by *Space Explorer* from WOR-TV and *The Three Stooges* from WPIX.

Virtually all of WUHF's Sunday programming is originated by the station, including *Invitation,* a series of interviews by Peter Gravina; film travelogs, *David Randolph's Music Room,* films on historical highlights, interviews by Lee Garham, the *Frontiers in Science* film series, *Challenge of Ideas* films, *Our Senior Citi-*

rectors.

Other defendants in the action, who were at various times directors of NTA are: Burt Kleiner, Jack M. Ostrow, William H. Hudson, Robert Westheimer, Eric H. Haight and Miss Edythe Rein (Mrs. Ely A. Landau in private life).

CBS EXCITES BOSTON

Cardinal, congressman clamor; ministers, network pleased

Bostonians last week were taking sides in a controversy that erupted after a *CBS Reports* expose of a police-protected bookie joint in Boston's Back Bay section. The CBS-TV documentary "Biography of a Bookie Joint," aired Nov. 30 (BROADCASTING, Dec. 4), aroused indigant cries of unfairness in some quarters while others thought the program would jolt what they consider public indifference to illegal gambling in the city.

Boston was "betrayed" by the telecast, Richard Cardinal Cushing said last Wednesday (Dec. 6) in an extemporaneous address at the Boston Police Ball. The Roman Catholic prelate asserted: "Gambling exists everywhere. And no one can deny it. The U. S. Army wouldn't be a sufficient law enforcement body to stop people from gambling." He said gambling itself was not evil, but rather "it's the abuse that makes gambling evil."

The show included pictures of 10 Boston policemen entering or leaving the bookie joint that fronted as a locksmith shop.

Boston Police Commissioner Leo J. Sullivan was invited by Massachusetts Governor John A. Volpe to a private showing of the film, and ordered to meet with the governor to explain the repeated presence of uniformed policemen at the key shop. Gov. Volpe ordered Public Safety Commissioner Frank S. Giles to prepare a complete report on gambling activities in Boston. It was to be on the governors' desk by last Thursday.

In other development, Representative John F. Thompson (D-Mass.) reportedly asked the FCC to investigate circumstances leading to the showing with southern New England blacked out. The network reportedly blacked out the area because the gambling case is pending in court there.

"As a result of this program, the city of Boston and the Massachusetts General Court, our state legislature, were held up to ridicule and condemnation," Mr. Thompson wrote in his letter to FCC Chairman Newton N. Minow.

"While illegal gambling exists throughout the nation, Boston was singled out by CBS for grossly unfair, distorted national publicity."

Protestant clergymen reportedly welcomed the exposure and took issue with Cardinal Cushing. A group of nine ministers claimed: "The city was exposed by television and not betrayed." The group called for intervention by the governor to clean up the city.

Meanwhile, network officials and other broadcasters see an encouraging sign in the Boston program's repercussions. They submit that programs such as *CBS Reports* have replaced the crusading zeal of old-time newspapers. And, moreover, they feel such national tv shows may lead to a resurgence of local zeal by the newspapers in self-defense.

zens by WNYC New York's film unit, and *Frontiers in Journalism*, a seminar conducted by the Columbia U. Graduate School of Journalism. Similar material is also interspersed in the weekday programming.

Three commercial-station programs are simulcast on Sundays: NBC-TV's *Youth Forum* and *Open Mind* and WNEW-TV's *Open End*.

WUHF starts off each weekday with Jack LaLanne's physical fitness program from WNEW-TV.

Operation of WUHF is under the direction of Seymour N. Siegel, director of the Municipal Broadcasting System. Mr. Siegel and his aides select the programming, but because the FCC is the licensee, it is cleared with the commission before airing. FCC authorities, however, say that because WUHF is a technical experiment they have little interest in its programming.

The FCC has purchased 100 receivers for installation in New York homes for periods of a week to 10 days at a time, so that FCC engineers may check reception. In addition, commission authorities have estimated that there are 78,000 uhf receivers in New York homes and the New York City Board of Estimates has appropriated $20,000 to install converters in all city high schools (91), all fire houses (54) and police precinct houses (20 installed thus far).

The tests are expected to establish by the end of next year whether uhf is workable in New York. There have been no official reports yet on quality of reception, but unofficial accounts describe it as "amazingly good" in quality and, apparently in range as well. There have been reports of satisfactory pickups 65 to 80 miles away. NBC-TV's color programs are being simulcast by WUHF in color.

"who knows better than my salesmen how our spot schedule on WSUN pays off?"

THIS IS HOW C. J. STOLL, MOBILE HOME DEALER IN ST. PETERSBURG, FLORIDA, AND PAST PRESIDENT OF THE NATIONAL MOBILE HOME DEALERS ASSOCIATION, FEELS ABOUT WSUN RADIO.

"Whenever we prepare a budget for advertising my salesmen always remind me of the important results delivered to us by WSUN radio and insist that a good portion of our advertising dollars be spent on this station. I ask you, who knows better than my salesmen how our spot schedule on WSUN pays off?" This is how most local advertisers feel about the Suncoast's greatest coverage radio station. It will pay off for you, too!

Ratings vary from survey to survey; the true yardstick is SALES! Dollar for dollar by any survey, your best Tampa - St. Petersburg buy

WSUN radio 62

Tampa - St. Petersburg

Natl. Rep: VENARD, RINTOUL & McCONNELL
S.E. Rep: JAMES S. AYERS

WHAS reports success of television for funds

WHAS Louisville has reported success in its eighth consecutive Crusade for Children telethon conducted Sept. 23-24.

According to an audit by the station, 1961 contributions totaled $231,136.66, an all-time high for the project. Expenses amounted to $15,245.98. The eight-year total now exceeds $1.5 million, about 8.3% of it for expenses.

The money is divided among handicapped children's agencies in Kentucky and southern Indiana. This year 37 agencies in Kentucky and eight in Indiana shared in the donations.

In announcing the figures, WHAS took exception to the Nov. 8 CBS-TV *Circle Theatre* drama which pictured charity telethons in a bad light and cited cases where promoters received more money than the beneficiaries.

AFTRA signs two L.A. stations

KLAC and KGFJ Los Angeles have signed two-year contracts with the American Federation of Television & Radio Artists, retroactive to May 17, calling for raises of $10 a week for the first year and $7.50 the second year for AFTRA members at the stations. This makes 14 stations which have new AFTRA contracts of the 17 independent stations in the L.A. area who have been in negotiations with the union, according to Claude McCue, executive secretary of the AFTRA Los Angeles local. Bargaining is still in progress at KRLA, KGBS and KPOL.

Film sales...

Films of the '50's Vol. II (Seven Arts Assoc.): Sold to WRC-TV Washington; KROC-TV Rochester, Minn.; KSL-TV Salt Lake City; KBOI-TV Boise, Idaho, and KJEO-TV Fresno, Calif. Now in 80 markets.

Looney Tunes Cartoons (Seven Arts Assoc.): Sold to WJAC-TV Johnstown, Pa. Now on 17 stations.

Peter Gunn (Magnum-Tv International): Sold to ABC-TV Central American stations for broadcast early next month. Now also in Argentina, Mexico, Peru, Venezuela and Uruguay.

Everglades (Ziv-UA): Sold to WSBT-TV South Bend, Ind.; WJHL-TV Johnson City-Kingsport-Bristol, Tenn.; KELO-TV Sioux Falls, S. D.; WGAL-TV Lancaster, Pa.; KFBB-TV Great Falls, Mont., and to Texas State Optical Co. for KFDM-TV Beaumont, Tex.

Program notes...

AMA awards ▪ American Medical Assn., at its annual convention in Denver, awarded a special commendation to the *Donna Reed Show*, on ABC-TV, Thur., 8-8:30 p.m., for presenting "to millions of Americans an accurate picture of a physician and his practice. Carl Betz (Dr. Alex Stone of the show), has portrayed a physician of the highest professional, ethical and scientific standards. . . ."

SDX awards ▪ Sigma Delta Chi awards for distinguished service in journalism this year include five categories in radio-tv, SDX announced last week, with deadline Feb. 1, 1962. Categories include radio or tv commentary, reporting in radio and also tv, and public service in radio journalism and also tv. SDX address: 35 E. Wacker Dr., Chicago 1.

Gavel awards ▪ American Bar Assn. deadline for its annual Gavel Awards competition will be April 1, 1962, ABA announced last week. Radio-tv entries for year ending Feb. 15, 1962, should be sent to ABA at 1155 E. 60th St., Chicago 37. Awards recognize informational or entertainment programs which make outstanding contribution to public understanding of American legal and judicial systems.

Bad to good ▪ Dr. Norman Vincent Peale will appear on WPIX (TV) New York, Dec. 24, 1:30-2 p.m., in a special presentation, "Turning Bad Days into Good," which will serve as a pilot film for a new series which may be placed in syndication early next year. Producer of the pilot is Robert Richie.

Station cited ▪ KOCO-TV Enid Okla., has been cited by FBI Chief J. Edgar Hoover for its use of the special public affairs program *FBI Reports*. The special agent in charge of the Oklahoma City office opens and closes the series via video tape, urging citizens to help the FBI in the apprehension of fugitives. A local announcer gives detailed descriptions of the fugitives with the use of slides.

$2 million sales for Official ▪ Official Films Inc., New York, reports that more than $2 million in sales have been completed in the five months that four off-network series—*Peter Gunn, Mr. Lucky, Yancy Derringer* and *Wire Service*—have been in syndication to stations. Seymour Reed, Official president, noted that *Peter Gunn* has been sold in 85 markets and stations are virtually sold out on available participations. The other programs have been sold in from 60 to 70 markets. In general, these off-network programs are slotted in prime time, according to Mr. Reed.

Four Star earnings ▪ Four Star Television has announced that for the first quarter of the fiscal year, it has increased its net income after taxes by 23% over the comparable period last year. For the 14 weeks ended Sept. 30, 1961, net income after taxes amounted to a record $181,675 (30 cents per share) on the 611,250 common shares outstanding at the end of the period.

NAEB catalog ▪ The National Assn. of Educational Broadcasters, Urbana, Ill., has announced the availability of its new program catalog. The 93-page booklet describes each program and gives cost information. It is available from NAEB headquarters, 119 Gregory Hall, Urbana.

Public interest tv attracts

American industry should discard any belief that national interest tv programs will not attract viewers, according to Gene E. Bradley, editor of the General Electric Co. house organ, *Forum*. Speaking at the Congress of American Industry in New York, he maintained such programs can attract viewers if handled with creativity.

"I submit that the American public —as well as those overseas audiences whom we shall be reaching through international tv—can be attracted to truly great ideas," he said.

COLORCASTING

Here are the next 10 days of network color shows (all times are EST).

NBC-TV:

Dec. 11-15, 18-20 (6-6:30 a.m.) **Continental Classroom,** Contemporary Mathematics.

Dec. 11-15, 18-20 (6:30-7 a.m.) **Continental Classroom,** American Government.

Dec. 11-15, 18-20 (10:30-11 a.m.) **Play Your Hunch,** part.

Dec. 11-15, 18-20 (11-11:30 a.m.) **The Price Is Right,** part.

Dec. 11-15, 18-20 (12:30-12:55 p.m.) **It Could Be You,** part.

Dec. 11-15, 18-20 (2-2:30 p.m.) **Jan Murray Show,** part.

Dec. 11-15, 18-20 (11:15 p.m.-1 a.m.) **The Jack Parr Show,** part.

Dec. 11, 18 (8:30-9 p.m.) **The Price Is Right,** P. Lorillard through Lennen & Newell; American Home Products through Ted Bates.

Dec. 12, 19 (7:30-8:30 p.m.) **Laramie,** part.

Dec. 13, 20 (10-10:30 p.m.) **The Bob Newhart Show,** Sealtest through N. W. Ayer.

Dec. 13, 20 (10:30-11 p.m.) **David Brinkley's Journal,** Douglas Fir Plywood through Cunningham & Walsh; Pittsburgh Plate Glass through BBDO.

Dec. 14 (10-11 p.m.) **Sing Along With Mitch,** Ballantine through William Esty, Buick through Burnett and R. J. Reynolds through Esty.

Dec. 15 (9:30-10:30 p.m.) **Peace Corps Operation Close-Up,** Elgin through J. Walter Thompson.

Dec. 16 (9:30-10 a.m.) **Pip the Piper,** General Mills through Dancer-Fitzgerald-Sample.

Dec. 16 (10-10:30 a.m.) **The Shari Lewis Show,** Nabisco through Kenyon & Eckhardt.

Dec. 16 (10:30-11 a.m.) **King Leonardo and His Short Subjects,** General Mills through Dancer-Fitzgerald-Sample.

Dec. 16 (12:45-4 p.m.) **Liberty Bowl Football Game,** United Motor Service through Campbell-Ewald.

Dec. 16 (5-6 p.m.) **All-Star Golf,** Kemper Insurance through Clinton Frank; Reynolds Metals through Lennen & Newell.

Dec. 16 (7:30-8:30 p.m.) **Tales of Wells Fargo,** part.

Dec. 16 (9-11 p.m.) **Saturday Night At the Movies,** part.

Dec. 17 (concl. of football game to 5 p.m.) **Patterns in Music,** sust.

Dec. 17 (6-6:30 p.m.) **Meet the Press,** co-op.

Dec. 17 (7-7:30 p.m.) **The Bullwinkle Show,** General Mills through Dancer-Fitzgerald-Sample; Ideal Toys and Beech-Nut Gum through Young & Rubicam.

Dec. 17 (7:30-8:30 p.m.) **Walt Disney's Wonderful World of Color,** RCA and Eastman Kodak through J. Walter Thompson.

Dec. 17 (9-10 p.m.) **Bonanza,** Chevrolet through Campbell-Ewald.

Dec. 17 (10-11 p.m.) **Du Pont Show of the Week,** Du Pont through BBDO.

Dec. 20 (8:30-9 p.m.) **The Coming of Christ,** U. S. Steel through BBDO.

Dec. 20 (9-10 p.m.) **Perry Como's Kraft Music Hall,** Kraft through J. Walter Thompson.

'PM' twins split up, West goes, East grows

WBC Productions Inc., New York, announced last week that its Monday-through-Friday syndicated *PM West* series will be discontinued effective Feb. 2, 1962, and that its twin, *PM East,* will be expanded from one hour to 90 minutes in length beginning Feb. 5.

Richard M. Pack, programming vice president of Westinghouse Broadcasting Co., parent company of WBC Productions, explained that "bracketing two completely different programs late at night simply does not work out well." He felt the expanded *PM East* will have more "unity, style and thrust" than the two shows together were able to provide.

At the same time, Mr. Pack announced a proposed half-hour daytime show to star Terrence O'Flaherty, currently *PM West's* host. The series would originate in San Francisco and be syndicated to the five WBC tv stations and to others throughout the country.

According to Mr. Pack, KRNT-TV Des Moines, will join the lineup of stations carrying *PM East* beginning Jan. 1. The WBC show reportedly will replace the *Jack Paar Show* in that station's late nighttime period.

MCA trades stock, gets bank

In an exchange of shares, Music Corp. of America Inc., last week announced an agreement to acquire 100% of the outstanding stock of Columbia Savings & Loan Assn., a statewide Colorado savings institution with headquarters in Denver and deposits of $52 million.

MCA said acquisition rights include the Oil Bldg. Corp., a wholly-owned Columbia subsidiary, which itself owns a 14-story office building in Denver. Final determination has not been made as to the number of MCA shares to be exchanged, but it is estimated that at present market prices the total value of the shares will range between $12 and $15 million.

Columbia earnings up

Columbia Pictures Corp. reports earnings of $1,242,000 or 80 cents a share, for its first fiscal quarter ended Sept. 30. This compares with the preceding year's first quarter net earnings of $510,000, or 30 cents a share, which resulted from a non-recurring profit of $1,617,000 from the sale of radio properties—offsetting a $1,107,000 income loss for the 13-week period ended Sept. 24, 1960. Earnings in both periods are based on 1,493,895 shares of common stock outstanding on Sept. 30.

A. Schneider, president of Columbia, attributed the company's improved performance on the continuing progress of Screen Gems Inc., in which Columbia has 89% stock interest, and on the worldwide popularity of several films released during the quarter.

NBC-TV shifts news programs

NBC-TV, which has tacitly supported speculation that its *Frank McGee's Here and Now* (Fri. 10:30-11 p.m.), would end in midseason (BROADCASTING, Nov. 27), last week announced a Dec. 29 termination date. Moving into the time period, starting Jan. 12, 1962, will be the *Chet Huntley Reporting for Mutual of Omaha* series, which has held the Sunday, 5:30-6 p.m., slot since the series began on April 1, 1956.

Update, NBC News program for teenagers featuring Robert Abernethy, will move next Jan. 21 from its present Saturday time (12 noon-12:30 p.m.) into the Sunday period vacated by Mr. Huntley. A program to fill the present *Update* period has not been named. Helena Rubinstein Inc., will continue sponsorship of *Update,* which started on NBC-TV last September.

Ask our reps . . .
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. . . about the **naturally rich** KSLA-TV market.

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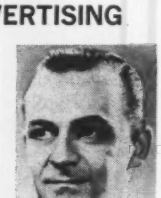

Mr. Steele

L. T. Steele, senior vp and member of board of directors, Benton & Bowles, New York, named executive vp in charge of B&B's international operations. He will retain his supervisory responsibility for several of agency's major accounts. Mr. Steele joined B&B in 1937 as research coordinator and has served as account executive. He was elected vp and manager of radio-tv department in 1945, headed agency's west coast operations from 1947-50 and returned to New York in 1950. Mr. Steele was elected senior vp in 1958 and is chairman of agency's management review board.

William T. Todd, creative director for Chicago and Racine offices of Geyer, Morey, Madden & Ballard, elected vp of agency. Before joining GMM&B earlier this year, Mr. Todd was copy supervisor at Kudner Adv. for more than 10 years.

Bob Singer, senior vp and account supervisor, Olian & Bronner Adv., Chicago, elected chairman of agency's five-man executive committee. Other committee members: **Elmer Silha,** vp and account executive; **Robert C. Bullen,** vp and creative director; **Robert Berman,** radio-tv director and account executive, and **Perry Thomas,** account supervisor.

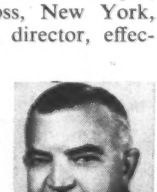
Sherwood Waldron, vp and treasurer, Home Products International Ltd., elected vp of American Home Products Corp., New York, parent organization.

James J. Darling, advertising and merchandising manager, Jell-O Div., General Foods Corp., White Plains, N. Y., appointed to newly created post of director of marketing for GF's international division.

Donald H. Quinn and **Robert E. Timmerman,** vps and account executives, Doherty, Clifford, Steers & Shenfield, New York, appointed account supervisors. Mr. Quinn will handle Jackson Brewing and Mr. Timmerman Kimberly-Clark. **Marvin R. Glasser,** Cunningham & Walsh, and **David G. Phillips,** Benton & Bowles, both New York, join DCS&S as media buyers.

Eric Innes, who joined MacManus, John & Adams Adv., New York, as assistant production manager 2½ years ago, named production manager in recent merger of production and traffic departments.

Dorothy Shahinian, media buyer, Fuller & Smith & Ross, New York, named assistant media director, effective Jan. 1.


Mr. Sauers

L. J. Sauers, executive vp, American Home Foods Div., American Home Products Corp., New York, elected president. He also becomes president of Canadian Home Products Ltd. Having joined American Home Foods in 1944, Mr. Sauers has served successively as district sales manager, vp of sales and vp for marketing before being named executive vp last year.

Thomas F. Madigan, manager of nighttime programs, NBC-TV, joins Ted Bates, New York, as director of programming. He succeeds **William Templeton** who becomes senior tv supervisor on Colgate-Palmolive account. **Eileen Conefrey,** assistant personnel manager at Bates, appointed personnel manager succeeding **Doris Cuthbert,** retired. **Raymond Corder,** Creative Pr Inc., New York, and **Geraldine Traina,** Ritter, Sanford, Miller & Kampf Inc., New York, join publicity department of Ted Bates.

Mr. De Huff

Tom De Huff, director of commercial production, Cunningham & Walsh, New York, elected vp of agency. Mr. De Huff joined C&W in 1952 from William H. Weintraub Agency (now Norman, Craig & Kummel) where for two years he was director of live tv production. He also served as program director, ABC Radio and staff director, ABC-TV.

Edward J. Fischer, senior publicist in Columbia Pictures' west coast advertising and publicity department, joins Donahue & Coe Adv., Los Angeles, as account executive on Columbia Pictures. Mr. Fischer earlier was with advertising and publicity departments of United Artists Corp. and Republic Studios.

Harold W. Wasterson, Roger Ludgin and **Victor P. Mangini** join Leo Burnett Adv., Chicago, as account executives. Mr. Masterson formerly was merchandising and sales promotion manager for Piel Bros., Brooklyn, N. Y. Mr. Ludgin comes to Burnett from Needham, Louis & Brorby where he was assistant to president. Mr. Mangini formerly was promotion and advertising director of Commonwealth Shoe & Leather Co., Whitman, Mass.

Nicolai A. Pavlov, account research supervisor, Compton Adv., New York, appointed senior project director for survey division of Audits & Surveys Co., that city.

Hilliard S. Graham, vp, account supervisor and merchandising director, Erwin Wasey, Ruthrauff & Ryan, New York, joins Ecko Products Co., Chicago, as merchandising vp in housewares division. Mr. Graham will be in charge of sales promotion, advertising, product development and pr.

Robert Jordan, General Mills account executive at Dancer-Fitzgerald-Sample, New York, named vp.

Olvier Barbour elected vp of Ogilvy, Benson & Mather. He has been in charge of agency's Beverly Hills office since last May. Mr. Barbour was formerly vp in charge of radio-tv programming for Benton & Bowles, New York.

Gordon Hull, director of advertising and sales development, Mutual Benefit Life, joins Compton Adv., New York, as account executive for New York Life Insurance.

Edward R. Hitz, former vp, tv network sales, NBC-TV Central Div., Chicago, elected vp of executive selection division, John Orr & Assoc., New York agency management consultant firm.

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John C. Clifford, account executive, BBDO, New York, joins Campbell-Mithun Adv., Minneapolis, in similar capacity.

Herb Landon, former publicity director at Grey Adv., and Kenyon & Eckhardt, both New York, has formed Herbert K. Landon Inc., public relations firm. Address is 205 E. 50th St., New York. Phone: Plaza 1-6630.

John Vaisey, publicist, Communications Counselors, New York, joins Los Angeles office of Harshe-Rotman as account executive. Mr. Vaisey is specialist in home appliance and building fields.

David Youner, advertising manager, Fisher Radio Corp., Long Island, N. Y., joins Rose-Martin Adv., New York, as account executive.

Mr. Carver

Jack K. Carver, associate media director, Lennen & Newell, New York, named account executive on P. Lorillard Co. account. Prior to joining L&N in October 1960, Mr. Carver was vp and associate media director, Doherty, Clifford, Steers & Shenfield, New York.

Evelyn Pomroy, traffic supervisor, Wade Adv., Chicago, named manager of personnel department. **Lois Huffer** joins Wade as traffic supervisor, succeeding Miss Pomroy.

Allan Kaufman, creative director, North Adv., New York, joins Kenyon & Eckhardt, that city, as senior copywriter.

Monte Ghertler, Doyle Dane Bernbach, New York, joins Papert, Koenig, Lois Adv., that city, as copywriter.

William R. Bolitho joins Bachman, Kelly & Trautman, Pittsburgh advertising and pr firm, as pr director.

Mr. Twiggs

Reginald W. Twiggs, executive vp, J. W. Raymond Adv., Los Angeles, joins Hixson & Jorgensen Adv., that city, as vp. Earlier Mr. Twiggs had been vp and general manager, Cunningham & Walsh, Los Angeles.

Virginia S. Addison, former associate editor of *Show Business Illustrated*; **Patti Goldstein,** manager of magazine publicity for NBC, and **John Walsh,** director of special projects in CBS-TV's publicity department, have formed Addison, Goldstein & Walsh Inc., new public relations firm. New York office is at 200 E. 36th St.

THE MEDIA

Mr. Robinson

Norman Bernstein elected vp in charge of community relations for Tobacco Valley Broadcasting Co. (licensee of WSOR Windsor, Conn.), and **Ralph J. Robinson** appointed WSOR's general manager. For past 15 years Mr. Robinson served as vp and general manager of WACE Chicopee, Mass.

Jack S. Atwood, general manager, Maine Broadcasting System, elected executive vp of system. **Kenneth M. Peterson** appointed treasurer-clerk succeeding **Bessie M. Blake,** resigned. Maine Broadcasting System includes: WCSH-AM-TV Portland, WRDO Augusta and WLBZ-AM-TV Bangor.

Dick Oppenheimer, manager, WHAP Hopewell, Va., since May 1960, elected vp of Eastern Broadcasters Corp. (licensee of WCHV Charlottesville, Va., and WHAP).

William Lee appointed assistant radio sales manager of The Katz Agency's Chicago office. He has been on radio sales staff there for 12 years. Mr. Lee's name was misspelled in the Dec. 4 issue of BROADCASTING.

Mr. Henderson

C. George Henderson, general sales manager, WSOC-TV Charlotte, N.C., elected to board of directors of Television Bureau of Advertising. Earlier, Mr. Henderson served as general sales manager of Crosley Broadcasting Co., and directed company's national sales in New York and Chicago.

William H. Fallon, former national sales manager, WICE Providence, named national sales manager, WHDH Boston.

Ernest H. Peterson, local sales manager, WTIC Hartford, promoted to regional sales manager. **Stephen J. Myers,** staff engineer, named assistant supervisor of facilities, WTIC-AM-FM-TV. Mr. Peterson joined station in 1938 and served successively as news editor and local account executive before being named local sales manager in 1957. Mr. Myers came to WTIC in 1951 as studio engineer.

Phil Bryce, account executive KHJ-TV Los Angeles, promoted to assistant to general sales manager.

Fred Hosli named local sales manager, KPLC-TV Lake Charles, La., succeeding **Art Reuben,** who becomes director of regional and national sales for

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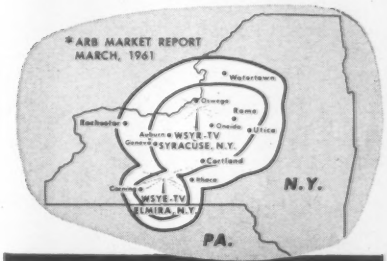

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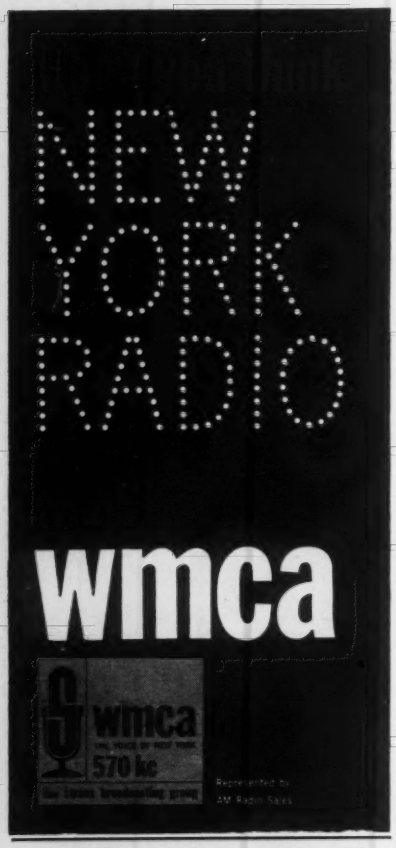

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Pelican Stations (KALB-AM-FM-TV Alexandria, KRMD-AM-FM Shreveport and KPLC-AM-TV Lake Charles, all Louisiana).

Russ Barry, account executive, WBBM-TV Chicago, CBS-owned station, joins Chicago office of CBS Television Stations National Sales in similar capacity. Earlier, Mr. Barry was media timebuyer for Ted Bates, New York. **Rogan Jones,** station rep. Paul H. Raymer Co., Chicago, joins WBBM-TV as account executive, succeeding Mr. Barry.

Richard H. Gurley, assistant sales manager, KDKA-TV Pittsburgh, named account executive at TvAR, New York.

P. J. Hoff, weathercaster, WBBM-AM-TV Chicago, elected third vp of Chicago Unlimited, association which seeks to promote use of Chicago talent and facilities among agencies and advertisers. Other officers automatically rotate upward one office according to by-laws. **Mason Coppinger,** Universal Recording, becomes president, succeeding **Fahey Flynn,** WBBM-TV; **John Weigel,** freelance announcer, becomes first vp, and **William W. Wilson Jr.,** Young & Rubicam, becomes second vp.

Harvey Ellsworth, former program director, KHOW Denver, returns to station as program operations manager. Mr. Ellsworth was recently staff announcer at KLZ Denver.

Ted Cramer, music director and air personality, KCKN Kansas City, joins WTAP Parkersburg, W. Va., as program director. **Ed Flynn** and **Jerry Rutherford** join WTAP as dj's.

George Mooney, writer-producer for WGN Chicago, named continuity director in appointment announced by Daniel T. Pecaro, program manager. Mr. Pecaro was incorrectly identified in earlier story (BROADCASTING, Nov. 27).

Miles A. Marshall joins WCTW New Castle, Ind., as commercial manager.

Mrs. O'Brien

Lee O'Brien, BBDO, New York, joins WOR Div., RKO General Inc., that city, as research director. Mrs. O'Brien was broadcast supervisor at BBDO for past five years. Previously she was assistant to media research director at Compton Adv., New York.

Warren Mead appointed public service director of Black Hawk Broadcasting Co. (licensee of KWWL-AM-TV Waterloo, Iowa; KAUS and KMMT [TV] Austin, Minn.).

Peter Hansen joins KCOP (TV) Los Angeles as newscaster and director of news and special events. He succeeds **Baxter Ward** who moves to KABC-TV Los Angeles as director of news.

David Shefrin, former CBS News writer-producer, joins WNBC-TV New York as producer in public affairs department.

George Dessart named director of public affairs, WCAU-TV Philadelphia. Mr. Dessart joined WCAU-TV staff as assistant director in 1953 and has been producer for public affairs department since 1958. **Earl Wood,** WROC-TV Rochester, joins WCAU-TV as announcer.

Ira J. Goldstein appointed assistant general counsel of Metromedia Inc., New York. For past five years he was with law firm of House, Grossman, Vorhaus & Hemley, that city.

Ray Curtis, chief announcer, KPHO Phoenix, named news reporter-announcer, KPHO-AM-TV.

Rodge Wood, chief announcer and public service director, KMID-TV Midland, Tex., joins WWVA Wheeling, as air personality.

Bill Lowry, formerly with KVOO Tulsa, joins KPRC Houston as air personality.

Robert L. Smith, assistant sales promotion manager, KPIX (TV) San

Grant named chairman

Mr. Grant

William Grant, president and general manager, KOA-AM-FM-TV Denver, elected chairman of NBC Radio Affiliates Executive Committee, succeeding **George Harvey,** vp and general manager, WFLA-AM-FM-TV Tampa, Fla. Other new officers: **John Tansey,** WRVA-AM-FM-TV Richmond, vice chairman; and **Lyell Bremser,** KFAB-AM-FM Omaha, secretary.

New committee members: **Thomas Carr,** WBAL-AM-FM-TV Baltimore; **Robert J. Rich,** WDSM-AM-TV Superior, and **Thomas Barnes,** WDAY-AM-FM Fargo, N. D. Continuing as members: **Les Biederman,** WTCM Traverse City, Mich.; **Gustav Brandborg,** KVOO-AM-TV Tulsa, and **Stan Torgerson,** WMC-AM-TV Memphis.

Story of affiliates meeting on page 52; new tv officers, page 23.

Francisco, promoted to sales promotion manager, succeeding **Chris Christensen** who becomes account executive. Previously, Mr. Smith was promotion supervisor for Foster & Kleiser, outdoor advertising agency.

Sheldon Engel, KXIV Phoenix, elected president of Arizona Broadcasters Assn., succeeding **Fred Vance.** Other new officers: **C. Van Haaften,** KTUC Tucson, vp, and **Homer Lane,** KOOL-AM-FM-TV Phoenix, secretary-treasurer. New board of directors: **Arlo Woolery,** KSUN Bisbee; **Gene Spry,** KPHO Phoenix; **Ray Smucker,** KTAR-TV Phoenix-Mesa, and **Fred Vance,** KVOA-TV Tucson.

Louise Morgan, WNAC-AM-TV Boston, appointed radio-tv chairman for 1962 Heart Fund. Miss Morgan will work with Greater Boston radio and tv stations in publicizing Massachusetts Heart Assn.'s annual drive in February for funds to support heart research, public education and community service programs.

Mr. Racco

Alfred Racco appointed general manager, KFRC San Francisco, an RKO General station, succeeding **Richard E. Nason** who becomes president of Jupiter Broadcasting Co. (WSAI-AM-FM Cincinnati). Mr. Racco joined company in August 1961 as sales executive in San Francisco office of RKO General National Sales. He formerly was general manager of KLAC Los Angeles.

PROGRAMMING

John G. McCarthy re-elected president of Television Program Export Assn. last week at organization's annual meeting in New York. TPEA is composed of network and film-producer organizations which distribute programs abroad. Other officers re-elected: **Alfred R. Stern** and **George Elber,** Four Star Productions, vps, and **George Muchnic,** secretary. **Harold Klein,** ABC Films, elected treasurer, succeeding **Herbert Golden,** formerly with United Artists Corp.

Jack Russell, for ninth year, re-elected president of Midwest Regional Artists Representatives Assn.

Louis (Deke) Heyward, veteran of 26 years in radio and tv and creator of more than 30 network series, joins executive staff of William Self, vp in charge of production at 20th Century-Fox Television. Mr. Heyward will be in charge of reviewing and channelling outside submissions in development of new programs and will present and develop potential new series, with immediate accent on 1962-63 season.

NBC-TV affiliates re-elect Jack Harris

Mr. Harris

Jack Harris, KPRC-TV Houston, was re-elected chairman of the NBC Television Affiliates Board of Delegates. Other new officers: **Harold Grams,** KSD-TV St. Louis, vice chairman for Region I; **Joseph H. Bryant,** KCBD-TV Lubbock, vice chairman for Region II; **Louis Read,** WDSU-TV New Orleans, re-elected secretary-treasurer. **Owen Saddler,** KMTV (TV) Omaha, **Marcus Bartlett,** WSB-TV Atlanta, **Richard O. Dunning,** KHQ-TV Spokane, **Richard Lewis,** KTAR-TV Phoenix, and **Van Beuren W. DeVries,** WGR-TV Buffalo, were re-elected to board. **Otto Brandt,** KING-TV Seattle, and **Charles Batson,** WIS-TV Columbia, were elected to the board, succeeding **Edwin Wheeler,** WWJ-TV Detroit, and **Robert W. Ferguson,** WTRF Wheeling. See page 52 for complete story on affiliates meeting.

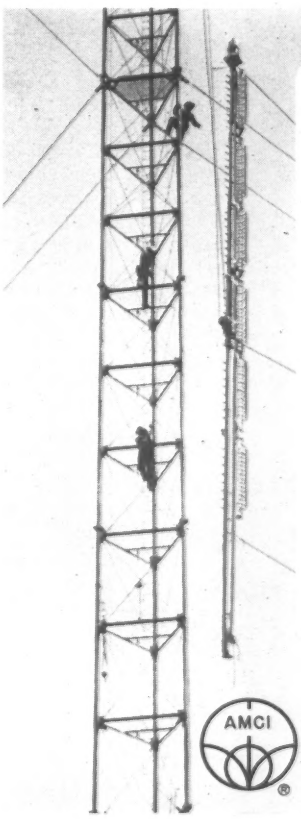
Charles Reinhard, former lighting director with CBS-TV, named head of lighting department of Videotape Productions, New York. **Philip Fraas,** previously with programming staff, WNEW-TV New York, and **Richard De Maio,** producer with Product Services Inc., have been appointed unit managers of Videotape Productions.

Bruce Henry, for 10 years freelance film and tv writer in Chicago and during past year writer of tv documentaries for Chet Huntley, joins Fred A. Niles Communications Centers Inc., Chicago, as creative director.

EQUIPMENT & ENGINEERING

Mr. Lawson

S. George Lawson, operations manager, semiconductor division, Sylvania Electric Products Inc., subsidiary of General Telephone & Electronics Corp., New York, elected vp and general manager of semiconductor division. He succeeds **Dr. William J. Pietenpol,** who joins International Business Machines as manager of component development. Mr. Law-



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son will be located at division headquarters in Woburn, Mass. Earlier he was operations manager of incandescent and photoflash lamps for lighting products division.

Mr. Spicer

Charles E. Spicer, manager, industrial tv department, Du Mont Laboratories, division of Fairchild Camera & Instrument Corp., Clifton, N. J., joins Visual Electronics Corp., New York, as general manager of tv automation systems division. He will supervise design, installation and servicing of all visual automation programming systems for am-fm-tv. Earlier, Mr. Spicer served as field engineer for broadcast equipment division of General Electric Co.

Daniel T. O'Connell, director of sales, GC Electronics Div., Textron Electronics Inc., Rockford, Ill., joins Technical Appliance Corp. (Taco), Sherburne, N. Y., as sales manager of consumer products division.

Joseph F. Poplosky named assistant manager of Raytheon Co.'s international sales. Since joining organization in 1943, Mr. Poplosky has served in areas of government field engineering, foreign licensing and international sales.

Edward J. Gerrity Jr., deputy director of pr International Telephone & Telegraph Corp., New York, promoted to pr director.

George Seykoski, product merchandiser; **Herman Baron,** merchandise controller; and **Ronald Kramer,** product merchandiser, appointed product managers of Allied Electronics Corp., Chicago. **Harold Ross, Melvin Bransky, Merrill Rosenbaum** and **Richard Goldstein** named assistant product managers.

INTERNATIONAL

H. R. Maddock, senior account executive, Needham, Louis & Brorby of Canada Ltd., Toronto, elected vp.

G. W. Leech, vp, McKim Adv. Ltd., Toronto, named director of English tv production and **W. R. Currie** appointed director of McKim's radio-tv department.

J. R. Riopel, promotion director, CFCM-TV Montreal, named director of Broadcasters Promotion Assn. He is only Canadian director on this American organization.

Pierre Favreau appointed manager of Kenyon & Eckhardt Ltd., Montreal.

E. J. Delaney, regional sales manager, CFTO-TV Toronto, named commercial manager; **B. J. LeMaitre** appointed manager of national sales at Toronto.

Don Hannant, promotion director, Hallmark Recording Ltd., Toronto, named manager of new television station at Lagos, Nigeria, West Africa. New station is being built and personnel being trained by National Broadcasting Co., New York.

J. M. Leckie elected executive vp of Elliott-Haynes Ltd., marketing survey organization, Toronto.

ALLIED FIELDS

Mr. Jackson

Hub Jackson, radio account executive, Avery-Knodel Inc., Chicago, joins Chicago account executive staff of Blackburn & Co., radio-tv station broker, effective Jan. 1. Mr. Jackson previously was manager of KTHS Little Rock, sales manager of WGAC Augusta and at one time vp of Russell M. Seeds Co.

Robert E. Conn, Common Carrier Bureau, Federal Communications Commission, joins law firm of Smith & Pepper, Perpetual Bldg., Washington.

Lawrence D. Huntsman, assistant corporation counsel, District of Columbia, resigns to join communications law firm of Welch, Mott & Morgan, that city. Mr. Huntsman joined office of corporate counsel in May 1960.

DEATHS

Mr. Robinson

Aaron B. Robinson, 55, founder and president of Dixie Radio and Television Network, died of heart attack Dec. 5 at his home in Jackson, Tenn. Mr. Robinson began his business career as circulation manager of *The Jackson Sun*, advancing to advertising manager of *The Sun* and station manager of WTJS Jackson. He left Sun Publishing Co. in 1946 to found WCMA Corinth, Miss. Dixie Network includes: WDXI-AM-TV Jackson, WENK Union City, WTPR Paris, WDXE Lawrenceburg, WDXL Lexington, WDXN Clarkesville, all Tennessee, and WCMA Corinth, Miss.

John W. Davis, 46, vp, Blair-Tv, station rep firm, died Dec. 6 following brain hemorrhage. Mr. Davis joined Blair in 1946, and opened its Chicago office in 1948.

Sydney Alexander Mosely, 73, English author, journalist and radio commentator for WMCA New York during World War II, died Dec. 5 in Bournemouth, England. He wrote more than 30 books, including Biography of Alexander Baird, television pioneer. Mr. Mosely came to U. S. in 1931 as director of Baird Television Corp., London, to arrange for American mass production of tv sets.

Charles D. Miller, 52, production manager, KMOX-TV St. Louis, died Dec. 6 after brief illness. A 20-year veteran in broadcasting, Mr. Miller joined KMOX-TV in 1958 after having served with WCCO-TV and WTCN-TV, both in Twin Cities, and Cowles Broadcasting Co., Des Moines.

William Schak, 74, general manager, Metro Associated Services Inc., New York advertising agency, died Nov. 30 in St. Francis Hospital (Long Island). Mr. Schak joined Metro in 1927.

Ted Hirsch, vp for operations, Consolidated Film Industries, Hollywood, died of heart attack Dec. 4. He had been with Consolidated since 1929.

Katherine Mulvihill, 35, publicist with NBC in Hollywood since 1952, died Dec. 3. She formerly handled promotion at KSFO San Francisco.

BROADCASTING
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Recording firm launches fire safety campaign

Martin Hersh, president of recently consolidated Radio-Universal Recorders Inc., Los Angeles, is donating facilities to process taped interviews with persons burned out in the Santa Monica Mountains conflagration of last month. Radio-Universal plans to provide the tapes to southern California radio stations for broadcast as public affairs announcements.

In support of its campaign, which Radio-Universal hopes will emphasize the importance of fire safety precautions, the company intends to ask local California merchants to place fire pails in front of their places for cigarettes, matches, cigars, etc.

WMT-TV discovers profit in printing

A funny thing happened to WMT-TV Cedar Rapids, Iowa, one day. It got into the "print media" business—and found it a money-maker, much to its surprise.

Douglas Grant, program operations director, began publishing a monthly newsletter a little less than a year ago to solve mailing and personnel problems. It has now snowballed into a self-sufficient publication with a paid circulation of 5,000 subscribers (more than all but 27 of the 400 weekly newspapers in Iowa) in Iowa, Illinois and Wisconsin.

Originally, the newsletter was designed to answer listeners' requests on homemaking hints presented by Jan Voss and Marguerite Ashlock on their afternoon *Home Fare* show. As a test (mainly to avoid every day mailing) the station offered to send a complete review of the month's suggestions for 25 cents. More than 1,000 requests were made. The number doubled the second month. This brought about bookkeeping problems and other headaches. Then Mr. Grant produced his idea of a $2 subscription for a monthly 10-page newsletter.

KILT sells Houston

KILT Houston's manager, Bill Weaver, came to the conclusion about a year ago that national advertising agencies, and the advertisers whom they represented, were not being kept abreast of the strides his city was making. And it was this lack of up-to-date information, he felt, which accounted for the fact that fewer national advertising dollars were being spent in Houston than in other cities of comparable size.

He took a look around his burgeoning city, and together with his station's rep, John Blair & Co., and its agency, Gregory-Giezendanner, Houston, devised a plan to acquaint national advertisers with the city.

A series of mailers was produced, each spotlighting a major activity of the town. One of the first was devoted to Houston's new and expanding Texas Medical Center, and told in words and pictures the story of the 16 major medical institutions set up at a capital investment of $94 million in the heart of Houston.

Drumbeats...

Public affairs story ▪ KRLA Los Angeles has published a pictorial review (to be a yearly project) of its role in community service broadcasting. The magazine-sized publication contains a chronological history of the station's community activities for the 1960-61 period. It also features testimonials by city and state officials praising KRLA for its various civic projects.

Radiothon ▪ A "Radiothon" by WVVW Grafton, W. Va., which earned $2,300 for the Salvation Army in that area, has been lauded by the SA for making its annual goal possible. The station donated its facilities and staff for a whole day to help the Salvation Army in its annual plea.

Prize winners ▪ Two Canadian agency principals have won top prizes in a contest sponsored by CHCH-TV Hamilton, Ont. The competition, which was open to employes of Canadian ad-

Radio gets in tv museum

A radio interview conducted over KGBS Los Angeles has assured radio an *auslander's* place in the planned Hollywood Motion Picture and Television Museum. The Storer station recorded an hour-long interview with producer Sol Lesser, president of the Museum Assn., as part of KGBS's 12-part *Inquiry* series, dealing with Los Angeles growth since World War II. The board of directors of the museum has requested tapes of the interview to be placed in the exposition's permanent record archives.

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Robert Huyot, Vice President & General Manager

LOEW'S HOTELS, INC. • PRESTON ROBERT TISCH, PRESIDENT • C. C. PHILIPPE, EXECUTIVE VICE PRESIDENT

vertising agencies, was to determine the number of households and the amount of retail sales within the new coverage area of the Hamilton station, which had recently boosted its power to 325 kw video. The prizes, a trip for two to Europe and $1,000 apiece, were won by J. L. Foley, vice-president of McKim Adv. Ltd., Montreal, and Marie Spencer of James Lovick Ltd., Toronto.

Traffic-stopper ▪ The Twist may not be here to stay, but it certainly is making an awfully good try. In response to public interest, KFWB Los Angeles offered free Twist lessons during the Thanksgiving weekend, and even arranged for technical assistance from the star of the forthcoming saga "Twist Around the Clock." British-born model June Wilkinson, feminine lead in the movie, did the Twist in front of KFWB studios, and once again inside.

String savers ▪ WMGM New York is conducting a contest to give away a string of pearls. To enter, listeners send a piece of string to the station. The contestant whose string is exactly the same length as the prize strand of pearls will win.

KBER shoots straight and fast to get its news

KBER San Antonio went on the air Nov. 13, on 1150 kc, programming a format of country and western music and specializing in what the station terms "shotgun news." As a graphic example of this feature, the station procured the stage coach above, and those two high-spirited, excitable little mares, and sent them out scouring San Antonio for local news stories.

Studios and offices of the new am outlet, managed by A. V. Bamford, are located on Frontier Square, close enough to the Alamo to connect the city's past with its future.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Nov. 30 through Dec. 6, and based on filings, authorizations and other actions of the FCC. Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes, routine roundup.

Abbreviations: DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. SH—specified hours. CH—critical hours. *—educational. Ann.—Announced.

New tv stations

ACTION BY BROADCAST BUREAU

Philadelphia, Pa. — **Bernard Rappaport.** Granted uhf ch. 23 (524-530 mc); 275.8 kw vis., 137.9 kw aur. Ant. height above average terrain 420 ft., above ground 503 ft. Estimated construction cost $356,649; first year operating cost $100,000; revenue $150,000. P. O. address 161 Exeter St., Brooklyn 35, N. Y. Studio and trans. location Philadelphia. Geographic coordinates 39° 57′ 02″ N. lat., 75° 09′ 21″ W. long. Trans. RCA TTU-12-A; ant. RCA TFU-24-DL. Consulting engineer Commercial Radio Equipment Co., Washington, D. C. **Bernard Rappaport,** sole owner, is vice president, sales manager and 30% owner of Rapson's Cravats Inc., New York. Action Nov. 30.

APPLICATION

Odessa, Tex.—Southwestern Bcstg. Co. Uhf ch. 24 (530-536 mc); ERP 8.43 kw vis., 4.73 kw aur. Ant. height above average terrain 237 ft., above ground 225 ft. Estimated construction cost $82,000; first year operating cost $120,000; revenue $140,000. P. O. address 1104 W. Avenue I, Lovington, N. M. Studio and trans. location Odessa. Geographic coordinates 31° 51′ 11″ N. lat., 102° 22′ 12″ W. long. Trans. GE TT-20-A; ant. Electron HL-2. Legal counsel Ross K. Prescott, Dallas, Tex.; consulting engineer Electron Corp., Dallas. Principals: **A. C. Holder, D. W. Erwin** (each 25%), **Ora R. Hall** (23%), **T. J. Deason, E. Kirk Newman** (each 10%), **Eugene McElvaney Jr.** (7%). Mr. Holder is independent oil operator; Mr. Erwin has interests in three catv firms; Mr. Hall is oil operator; Mr. Deason is accountant; Mr. McElvaney is stockholder in oil firm; Mr. Newman is attorney. Ann. Dec. 4.

Existing tv stations

ACTION BY FCC

WKRC-TV (ch. 12) Cincinnati, Ohio—Granted application to increase ant. height from 590 ft. to 1,000 ft., make changes in equipment and install DA. Chmn. Minow dissented. Action Dec. 16.

CALL LETTERS ASSIGNED

KALU(TV) Hilo, Hawaii—Radio Honolulu Ltd.

Existing fm stations

CALL LETTERS ASSIGNED

*KSDA(FM) Arlington, Calif.—La Sierra College Bcstg. Co.; changed from *KNFP (FM).

WTFM(FM) Lake Success, N. Y.—WTFM Inc.; changed from WGLI-FM.

New am stations

ACTIONS BY FCC

Indian Rocks Beach, Fla.—Johnson Bcstg. Corp. Granted 1520 kc, 1 kw D. P. O. address 70 Gulf Blvd., Indian Rocks Beach. Estimated construction cost $24,195; first year operating cost $48,000; revenue $60,000. Principals: **Lloyd L. Johnson** (96%), **Julia G. Johnson, George L. Johnson, Daryl A. Johnson, Janelle F. Johnson** (each 1%). L. L. Johnson is CPA and owns 50% of concrete specialties firm; Julia G. Johnson is housewife. Action by Acting Chief Hearing Examiner Kyle Nov. 30.

Normal, Ill.—McLean County Bcstg. Co.

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West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 2-7475
Washington—1426 "G" St., N.W., Washington, D.C. • DI 7-8531

Granted 1440 kc, 1 kw D. P. O. address 210 Washington St., Beardstown, Ill. Estimated construction cost $56,651, first year operating cost $54,000, revenue $60,000. Principals: **Robert W. Sudbrink**, (50%) and **Margareta S. Sudbrink** (49%). Mr. and Mrs. Sudbrink own WRMS Beardstown, Ill. Action Nov. 30.

Three Rivers, Mich.—Voice of Three Rivers. Granted 1510 kc; 500 w D. P. O. address 124 N. Main St., Three Rivers. Estimated construction cost $24,000; first year operating cost $36,000; revenue $50,000. Principals: **Joseph E. Butler** (43.35%), **Robert M. Shumaker** (32.66%), **Douglas Bullock** (16.33%), **Ralph E. Patterson** (7.65%). Mr. Butler is president of WKLZ Kalamazoo, Mich.; Mr. Shumaker is president and 30% owner of publishing firm; Mr. Patterson is vice president of WKLZ; Mr. Bullock is vice president of publishing firm. Action Nov. 30.

Chadbourn, N. C.—Ebony Enterprises Inc. Granted 1590 kc, 1 kw D. P. O. address 707 S. Franklin St., Whiteville, N. C. Estimated construction cost $11,934; first year operating cost $24,000; revenue $30,000. Principals: **T. M. Reynolds, G. W. Carnes, S. M. Lennon, Oscar McDuffie, Fred Williams Sr., Clarence Pickett, Edward Hicks, Willie Hines Jr., Lester Moore, Alfred Singletary, Chester Graham, James A. Melton Jr., Troy Singletary** (each 7.143%). Mr. Reynolds is teacher; Dr. Carnes is physician and surgeon; Mr. Lennon is teacher; Mr. McDuffie is plumber; Mr. Williams owns farm; Mr. Pickett owns garage; Mr. Hicks is pipefitter and owns farm; Mr. Moore is teacher; A. Singletary owns farm; Mr. Graham owns market; T. Singletary owns barber shop. Action Nov. 30.

Sapula, Okla.—Oklahoma Bcstg. Co. Granted 1550 kc, 500 w D. P. O. address c/o R. B. Bell, Radio Station KLCO, Poteau, Okla. Estimated construction cost $25,372.62; first year operating cost $48,000; revenue $52,000. Principals: **R. B. Bell, Bernice Bell** (each 50%). Mr. and Mrs. Bell own KLCO Poteau, Okla. Action by Acting Chief Hearing Examiner Kyle Dec. 1.

ACTIONS BY BROADCAST BUREAU

Aspen, Colo.—Aspen Bcstg. Co. Granted 1260 kc. 5 kw. D. P. O. address General Delivery, Aspen. Estimated construction cost $49,106, first year operating cost $31,200, revenue $57,000. Equal one-third partners are **Myron J. Kammeyer**, professional pianist; **Edward L. Vestal**, ski instructor, and **Theodore B. Gazarian**, office manager for brokerage firm. Action Dec. 1.

Altavista, Va.—Theodore J. Gray Sr. and Theodore J. Gray Jr. Granted 1280 kc; 500 w D. P. O. address box. 296, Bedford, Va. Estimated construction cost $11,794; first year operating cost $37,800; revenue $43,200. Applicants are 50% partners. Mr. Gray Sr. is quality control manager for Rubatex Div. of Great American Industries; Mr. Gray Jr. is announcer and salesman for WBLT Bedford, Va. Action Dec. 1.

APPLICATION

Wishek, N. D.—Dakota Plains Bcstg. Co. 1330 kc; 500 w D. P. O. address 17 S.W. 9th Ave., Aberdeen, S. D. Estimated construction cost $13,000; first year operating cost $24,000; revenue $40,000. **Kenneth G. Lager**, sole owner, owns inn and restaurant. Ann. Nov. 29.

Existing am stations

ACTIONS BY FCC

KWBW Hutchinson, Kan.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action Dec. 6.

WAQE Towson, Md.—Granted increased power from 1 kw to 5 kw, DA, continued operations on 1570 kc, D; engineering conditions. Action Dec. 6.

WMBH Joplin, Mo.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; remote control permitted; engineering conditions. Action Dec. 6.

KIRX Kirksville, Mo.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action Dec. 6.

KOKO Warrensburg, Mo.—Granted increased daytime power on 1450 kc from 250 w to 1 kw, continued nighttime operation with 250 w; engineering conditions. Action Dec. 6.

APPLICATIONS

WMIC St. Helen, Mich.—Cp to increase power from 500 w to 5 kw, install DA-D and new trans.; delete remote control operation of trans. Ann. Dec. 4.

WHOC Philadelphia, Miss.—Cp to increase daytime power from 250 w to 1 kw and install new trans. Ann. Dec. 4.

CALL LETTERS ASSIGNED

KXEW Tucson, Ariz.—Pan American Radio Corp.

KIRV Fresno, Calif.—Irving Penberthy.

WHJD Hazlehurst, Ga.—Hazlehurst Radio.

WANG Newnan Ga.—Radio Newnan.

KBAB Indianola, Iowa—James R. & Barbara J. Roberts Co.

WLNG Sag Harbor, N. Y.—Hamptons Bcstg. Co.

WAZS Summerville, S. C.—Radio Summerville Inc.

WYPR Danville, Va.—WSSB Inc.; changed from WDTI.

WQVA Quantico, Va.—Radio One Co.

WRGM Richmond, Va.—Eastern States Radio Corp., changed from WEZL.

New fm stations

APPLICATIONS

Cocoa Beach, Fla.—Stereo Bcstg. Corp. 101.1 mc; 2.775 kw. Ant. height above average terrain 240.66 ft. P. O. address c/o Richard C. Lang, Sea Missile Motel, 4292 N. Atlantic Ave., Cocoa Beach. Estimated construction cost $20,451; first year operating cost $45,000; revenue $50,000. Principals: **Nicholas P. Farinella, Francis R. Rantz, Harvey R. Meyers, Richard C. Lang** (each 20.8%), **Leonard O. Mendelsohn** (16.8%). Messrs. Farinella and Meyers are equal partners in stereo-systems sales business; Mr. Rantz is senior missile test engineer with Lockheed Aircraft Corp.; Mr. Mendelsohn is electronics engineer; Mr. Lang is president of bank and has building-rental, motel and restaurant interests. Ann. Dec. 4.

Jacksonville, Fla.—Fine Music Broadcasts Inc. 98.7 mc; 26.04 kw. Ant. height above average terrain 170 ft. P. O. address 3582 St. Johns Ave., Jacksonville. Estimated construction cost $19,500; first year operating cost $15,000; revenue $18,250. Principals: **Hugh F. Culverhouse** (50%), **Romie L. Thomas, Randolph R. Thomas** (each 25%). Mr. Culverhouse is attorney; Messrs. Thomas own 50% each of retail appliance firm. Ann. Dec. 4.

Interlochen, Mich.—National Music Camp. 103.5 mc; 113.75 kw. Ant. height above average terrain 345.7 ft. P. O. address c/o N. E. Grover, Radio Dept., Interlochen. Estimated construction cost $36,890.71; first year operating cost $22,000; revenue from camp funds. **National Music Camp** is boarding high school emphasizing music in curriculum. Ann. Dec. 4.

Lansdowne, Pa.—Family Stations Inc. 94.9 mc; 31.68 kw. Ant. height above average terrain 104 ft. P. O. address c/o Richard Palmquist, 2728 San Bruno Ave., San Francisco, Calif. Estimated construction cost $19,562; first year operating cost $32,850; revenue $36,500. Principals: **Harold Camping**, president; **Scott L. Smith**, vice president; **Richard Palmquist**, secretary-treasurer. Family Stations Inc. is non-stock corporation and is licensee of KEAR San Francisco and KEBR Sacramento, both California. Ann. Dec. 6.

Ownership changes

ACTIONS BY FCC

KPRL, Radio Station KPRL, Paso Robles, Calif.—Granted assignment of license from **Dale J.** and **Bernard Schwartz** to **KPRL Inc.** (Arthur C. Youngberg Jr.); consideration $200,000 and agreement not to engage in broadcasting in San Obispo County for 10 years. Action Dec. 6.

WABO, New Laurel Radio Station Inc., Waynesboro, Miss.—Granted (1) renewal of license and (2) assignment of license to **Wilbur J. Martin Sr.**; consideration $62,500. Chmn. Minow and Comr. Lee dissented. Action Dec. 6.

WOTW-AM-FM, Gateway Bcstg. Corp., Nashua, N. H.—Granted assignment of licenses to **Eastminister Bcstg. Corp.** (Roger H. Strawbridge, 25%, William N. McKeen, 25%, and Eastern Assoc. Inc., 50%); consideration $200,000. Messrs. Strawbridge and McKeen own WCME Brunswick, Me. Action Dec. 6.

KUAL-TV (ch. 41), Cortez Industries Inc., San Antonio, Tex.—Granted assignment of license to **Spanish International Bcstg. Corp.** (Frank Fouce, president, and other stockholders have interest in Spanish International Bcstg. Co., permittee of all-foreign language tv station (ch. 34) in Los Angeles, Calif.); consideration $200,000 and agreement not to compete for five years in tv broadcasting within 100 miles of KUAL-TV. Comr. Ford dissented. Action Dec. 6.

APPLICATIONS

WEDR Mobile, Ala.—Seeks assignment of

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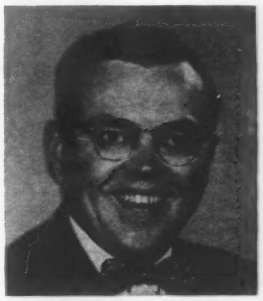

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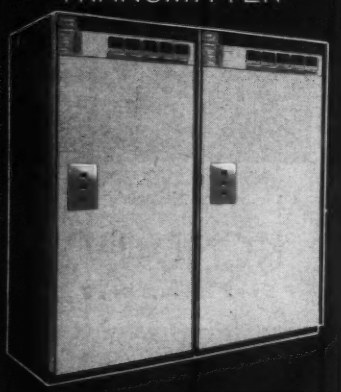

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ITA

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BROADCAST DIVISION
Lansdowne, Pennsylvania

cp from **Springhill Bcstg. Inc.** to **John M. McLendon**; consideration $10,000. Mr. McLendon owns 99% of KOKY Little Rock, Ark.; 99.6% of KOKA Shreveport, La.; 99.5% of WENN Birmingham, Ala.; 50% of WOKJ Jackson, Miss. Ann. Nov. 30.

WHBB Selma, Ala.—Seeks assignment of license from **Selma Bcstg. Inc.** to **Julius E. Talton** (75%), **Carrie G. Luckie** (20%) and **Pearle L. Talton** (5%), d/b as **Talton Bcstg. Co.**; consideration $57,230. Mr. Talton is sales manager of WAPI Birmingham, Ala.; Mrs. Talton is housewife; Mrs. Luckie has properties and investment management interests. Ann. Dec. 4.

KFMM(FM) Tucson, Ariz.—Seeks assignment of license and SCA from **Lee Little** to **C. Van Haaften** (32%), **Ben L. Slack** (30%), **Robert Lesbock** (29%), **John L. Hogg** and **John R. Williams** (each 4.5%), d/b as **Tucson Bcstg. Co.**; total consideration $70,000. Mr. Van Haaften owns 32% of KTUC Tucson; Mr. Hogg owns 25% of KOY Phoenix, Ariz.; Mr. Williams owns 25% of KOY; Messrs. Slack and Lesbock own 30% and 29% respectively of KTUC. Ann. Dec. 6.

KERO-TV Bakersfield; KFMB-AM-FM-TV San Diego, both Calif.—Seek assignment of licenses from **Marietta Bcstg. Inc.** to **Transcontinent Tv Corp.**, present 100% stockholder of assignor; no financial consideration involved. Assignor will be merged into assignee on closing. Ann. Dec. 6.

KBLF Red Bluff, Calif.—Seeks (1) transfer of 25% of stock in **Victor Industries Corp. of California** from **Victor Corp.** (present 100% stockholder of licensee) to **Clay McGowan** in exchange for his present 12.5% interest in Victor Corp., and (2) transfer of 100% ownership of Victor Corp. to **Victor Muscat** from **Dr. Sydney Lipsky** (50%), **United American Metals Corp.** (owned 100% by Mr. Muscat [37.5%]) and **Mr. McGowan** (previously mentioned 12.5%). Consideration in each case return of promissory notes by which present interests of principals were acquired in 1959. Ann. Dec. 6.

KCKC San Bernardino, Calif.—Seeks assignment of license from **Crules R. Cheek**, trustee in bankruptcy for **M. V. W. Radio Corp.**, to **Joseph H. McGillvra** and **Agnes I. McGillvra** (each 50%); total consideration $155,000. Mr. McGillvra owns station representative firm. Ann. Dec. 6.

KITO San Bernardino, Calif.—Seeks transfer of all stock in **Radio Assoc. Inc.** from **Ruth E. Brown**, executrix of estate of **Kenyon Brown** (deceased), to **Colgreene Bcstg. Inc.** (51%), **H. G. Fearnhead, Thomas F. Hollinger** (each 22%), **Ronald Jacobs** (5%), d/b as **KPOI Bcstg. Inc.**; consideration $250,000. Colgreene Bcstg. Inc. is licensee of WHUC Hudson, N. Y.; Mr. Hollinger owns 45.7% of application for am station in Guam; Mr. Fearnhead has been vp and general manager of WINS New York, N. Y.; Mr. Jacobs owns 5% of Guam application. Ann. Nov. 30.

KSRF(FM) Santa Monica, Calif.—Seeks assignment of license from **Santa Monica Bcstg. Co.** to **Pacific Ocean Park Inc.** (80%) and **George A. Baron** (20%), d/b as **Pacific Ocean Bcstg. Inc.**; consideration approximately $69,185. Mr. Brown is present general manager of KSRF(FM); Pacific Ocean Park Inc. is owned 80% by Pacific Seaboard Land Co. Ann. Dec. 6.

WHBO Tampa, Fla.—Seeks assignment of license from **Gateway Bcstrs. Inc.** to **John A. Boling** (40%), **Bob A. Martin, James M. Holland, Bonita Fishback, Herbert Ross Jr., Billy R. Polk** (each 12%), d/b as **Floradio Inc.**; consideration $260,000. Mr. Boling is present sole stockholder of assignor and has owned WXLI Dublin, Ga.; Mr. Martin is present station manager of WHBO; Mr. Holland is announcer-salesman for WHBO; Bonita Fishback is program director of WHBO; Mr. Ross is announcer-salesman for WHBO; Mr. Polk is engineer-announcer for WHBO. Ann. Dec. 4.

WROM Rome, Ga.—Seeks assignment of license from **Dean Covington, Charles E. Doss** (each 40%) and **Barbara Austin** (20%), d/b as **Coosa Valley Radio Co.** (partnership) to new corporation of same name and ownership; no financial consideration involved. Ann. Nov. 30.

KRHD Duncan, Okla.—Seeks transfer of 13.95% partnership interest in **Duncan Bcstg. Co.** from **T. R. Warkentin**, deceased, to **Lawton Burton** as executor of Mr. Warkentin's estate; no financial consideration involved. Ann. Dec. 6.

KSWO-AM-TV Lawton, Okla. — Seeks transfer of 15.5% partnership interest in **Oklahoma Quality Bcstg. Co.** from **T. R.**

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING Dec. 7

	ON AIR Lic.	ON AIR Cps.	CP Not on air	TOTAL APPLICATIONS For new stations
AM	3,609	61	91	850
FM	880	64	156	190
TV	487[1]	69	83	135

OPERATING TELEVISION STATIONS

Compiled by BROADCASTING Dec. 7

	VHF	UHF	TV
Commercial	469	85	554
Non-commercial	40	18	58

COMMERCIAL STATION BOXSCORE

Compiled by FCC Oct. 31

	AM	FM	TV
Licensed (all on air)	3,603	887	487[1]
Cps on air (new stations)	49	41	68
Cps not on air (new stations)	157	185	90
Total authorized stations	3,809	1,113	655
Applications for new stations (not in hearing)	524	99	47
Applications for new stations (in hearing)	171	24	39
Total applications for new stations	696	123	86
Applications for major changes (not in hearing)	508	68	39
Applications for major changes (in hearing)	107	5	13
Total applications for major changes	615	73	52
Licenses deleted	0	0	0
Cps deleted	0	2	2

[1] There are, in addition, nine tv stations which are no longer on the air, but retain their licenses.

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Microwave
P. O. Box 13287
Fort Worth 18, Texas
ATlas 4-1571

Warkentin (deceased) to **Lawton Burton**, executor of Mr. Warkentin's estate; no financial consideration involved. Ann. Dec. 6.

WCOY Columbia, Pa.—Seeks transfer of all stock in **Radio Columbia Inc.** from **Lester P. Etter, H. Raymond Stadiem, Eugene Silverstein** (each 30%) and **M. Leonard Savage** (10%) to **Donald W. Huff** and **Joan G. Huff** as joint tenants; total consideration $60,000. Mr. Huff is bookkeeper and has been announcer-salesman for WTOA Trenton, N. J.; Mrs. Huff is housewife. Ann. Nov. 30.

WMMT McMinnville, Tenn.—Seeks assignment of license from **Regional Bcstg. Corp.** to **Fred P. Davis, J. H. Lewis and William R. Livesay** (each one-third), d/b as **Ogram Bcstg. Corp.**; consideration $92,500. Mr. Lewis is sales manager of WJSO Jonesboro, Tenn.; Mr. Livesay is engineer for WEMB Erwin, Tenn.; Mr. Davis owns jewelry business. Ann. Dec. 6.

WLSB Copperhill, Tenn.—Seeks transfer of one-third of stock in **Copper Basin Bcstg. Inc.** from **Leon Beavers** to **Blaine Goss**, present one-third stockholder; consideration not specified. Ann. Dec. 5.

KBBB Borger, Tex.—Seeks assignment of license from **Robert M. Watson** and **Dixie D. Watson** to **Weldon E. Lewis** and **Weldon W. Lewis**; consideration $70,000. W. E. Lewis is employee of KBBB; W. W. Lewis is life insurance agent. Ann. Dec. 5.

WMOV Ravenswood, W. Va.—Seeks assignment of license from **Valley Bcstrs. Inc.** to **Rex Osborne, Naseeb S. Tweel** (each 49%) and **Robert O. Ellis Jr.** (2%); d/b as **Good Neighbor Bcstrs. Inc.**; consideration $11,000. Mr. Osborne is general manager of WMOV; Mr. Tweel is stockholder in Connie B. Gay stations and owns 50% of laundromat; Mr. Ellis is attorney. Ann. Dec. 5.

Hearing cases

FINAL DECISIONS

■ Commission gives notice that Oct. 11 initial decision which looked toward granting applications of Radio Station WAYX Inc. (WAYX), Waycross, Ga., Radio Gainesville Inc. (WGGG), Gainesville, Fla., Fisher Bcstg. Inc. (WSOK), Savannah, Ga., and Laurens County Bcstg. Co. (WXLI), Dublin, Ga., for increased daytime power from 250 w to 1 kw, continued operation on 1230 kc, 250 k-N, each with interference condition and additional engineering condition to WSOK, became effective Nov. 30 pursuant to Sec. 1.153 of rules. Action Dec. 4.

■ Commission gives notice that Oct. 11 initial decision which looked toward granting applications of Middle South Bcstg. Co. (WBML), Macon, Ga., and Ben Hill Bcstg. Corp. (WBHB), Fitzgerald, Ga., for increased daytime power from 250 w to 1 kw, continued operation on 1240 kc, 250 w-N, both with interference condition, became effective Nov. 30 pursuant to Sec. 1.153 of rules. Action Dec. 4.

■ Commission gives notice that Sept. 27 initial decision which looked toward granting application of Voice of Three Rivers for new am station to operate on 1510 kc, 500 w, D in Three Rivers, Mich., with interference condition, became effective Nov. 16 pursuant to Sec. 1.153 of rules. Action Nov. 30.

■ Commission gives notice that Oct. 4 initial decision which looked toward granting application of Ebony Enterprises Inc. for new am station to operate on 1590 kc, 1 kw, D, in Chadbourn, N. C., became effective Nov. 24 pursuant to Sec. 1.153 of rules. Action Nov. 30.

■ Commission gives notice that Oct. 6 initial decision which looked toward granting application of McLean County Bcstg. Co. for new am station to operate on 1440 kc, 1 kw, DA, D, in Normal, Ill., became effective Nov. 27 pursuant to Sec. 1.153 of rules. Action Nov. 30.

STAFF INSTRUCTIONS

■ Commission directed preparation of document looking toward denying application of Sunshine State Bcstg. Inc. to extend facilities of station WBRD Bradenton, Fla., so as to operate nighttime hours with 500 w, continued operation on 1420 kc with 1 kw, DA, D. Aug. 2 initial decision looked toward granting application. Action Dec. 6.

Announcement of this preliminary step does not constitute commission action in such case, but is merely announcement of proposed disposition. Commission reserves right to reach different result upon subsequent adoption and issuance of formal document.

INITIAL DECISIONS

■ Hearing Examiner Charles J. Frederick issued initial decision looking toward (1) granting following applications to increase daytime power from 250 w to 1 kw, continued nighttime operation with 250 w: 1230 kc—Easton Publishing Co. (WEEX), with DA, Easton, Pa.; Westchester Bcstg. Corp. (WFAS), White Plains, N. Y.; 1240 kc—The Shore Bcstg. Co. (WCEM), Cambridge, Md.; Eastern Radio Corp. (WHUM), Reading, Pa.; Long Island's First Station Inc. (WGBB), Freeport, N. Y.; Eastern States Bcstg. Corp. (WSNJ), Bridgeton, N. J.; and Francis J. Matrangola (WCMC), Wildwood, N. J., to increase power on 1230 kc, unl., from 100 w to 250 w, each with interference condition, and (2) denying applications for new am stations on 1230 kc, 100 w, unl., of WFPG Inc., and Ocean County Bcstrs., Toms River, N. J., and Harlan Murrelle & Assoc., Lakewood, N. J. Action Dec. 5.

■ Hearing Examiner Isadore A. Honig issued initial decision looking toward (1) granting application of R. L. McAlister for new am station to operate on 1550 kc, 5 kw, D, in Odessa, Tex., and (2) denying for default application of Western Bcstg. Co. for new am station to operate on 1550 kc, 50 kw, D, in Odessa. Action Dec. 6.

■ Hearing Examiner H. Gifford Irion issued initial decision looking toward granting application of John Coleman, William R. Brown and Donald R. Williams, d/b as Regional Radio Service, for new am station to operate on 1460 kc, 500 w, DA, D, in Rantoul, Ill., conditioned that program tests will not be authorized until permittee has submitted evidence to prove that Messrs. Brown and Williams have severed their connections with WDWS Champaign, Ill. Action Dec. 6.

■ Hearing Examiner Walther W. Guenther issued initial decision looking toward granting application of Maricopa County Bcstrs. Inc. for new am station to operate on 1510 kc, 10 kw, D, in Mesa, Ariz. Action Dec. 6.

OTHER ACTIONS

■ By memorandum opinion and order, commission denied certain petitions to suspend action on all fm broadcast applications which would conflict with its proposals to revise fm rules pending outcome of that proceeding, and by separate order, adopted a temporary procedure, effective Dec. 6 for processing fm applications. Comr. Cross dissented.

■ By memorandum opinion and order, commission denied petition by Jerome Sill for review of hearing examiner's refusal to reopen record in consolidated am proceeding in Docs. 13092 et al. and for leave to amend application of WFPG Inc., Toms River, N. J., by substituting Mr. Sill as applicant; dismissed as moot motion by Ocean County Bcstrs., Toms River, to strike Mr. Sill's petition. Chmn. Minow dissented. Action Dec. 6.

■ By memorandum opinion and order, commission granted petition by Storer Bcstg. Co. (WSPD), Toledo, Ohio, to extent of amending hearing order in proceeding on applications of Catskills Bcstg. Co. and Ellenville Bcstg. Co. for new am stations to operate on 1370 kc in Ellenville, N. Y., and Ulster County Bcstg. Co. for new station on 1570 kc in Ellenville to add that, in event of grant of application for 1370 kc, cp shall contain condition precluding pre-sunrise operation under provisions of Sec. 3.87(a) of rules. Action Dec. 6.

■ By memorandum opinion and order, commission (1) denied petition by Andrew B. Letson for reconsideration of June 7 order designating for hearing his application to increase power of WZRO Jacksonville Beach, Fla., on 1010 kc, D, from 1 kw to 25 kw, DA, and change studio location to Jacksonville; (2) granted petition by Mel-Lin Inc. (WOBS) Jacksonville to intervene and be made party to proceeding; and (3) dismissed without ruling Mr. Letson's motion to strike Mel-Lin's opposition to petition for reconsideration and granted Mr. Letson's motion to strike Mel-Lin's reply. Comr. Craven dissented. Action Dec. 6.

■ By memorandum opinion and order, commission granted petition by applicant Geneco Bcstg. Inc., Marion-Jonesboro, Ind., and modified hearing issues in am consolidated proceeding in Docs. 14085 et al. to permit consideration of whether any circumstances exist to warrant waiver of Sec. 3.188(b)(1) of rules. Action Dec. 6.

■ By memorandum opinion and order, commission denied petition by Radio Alexander City to enlarge issues to include standard comparative consideration in proceeding on its application for new am station on 910 kc in Alexander City, Ala., which is in consolidated proceeding with similar applications of J. C. Henderson, Dadeville, Ala. (since dismissed for failure to prosecute), and Clay Service Corp., Ashland, Ala. By separate memorandum opinion and order, commission denied petition by Clay Service Corp. to enlarge issues to include Sec. 3.35 and financial qualification considerations as to applicant Radio Alexander City. Action Dec. 6.

■ By order, commission, on its own motion, extended time from Dec. 4 to Feb. 5, 1962, to file comments and from Jan. 8, 1962, to March 9 for reply comments to notices of proposed rulemaking to assign additional vhf channel to Oklahoma City, Okla.; Johnstown, Pa.; Baton Rouge, La.; Dayton, Ohio; Jacksonville, Fla.; Birmingham, Ala.; Knoxville, Tenn., and Charlotte, N. C., so that filing dates will coincide with those in closely related proceedings on uhf tv allocations and deintermixture of eight designated tv markets. Comr. Cross dissented. Action Nov. 30.

■ By order, commission denied requests by Sangamon Valley Tv Corp., U. S. Senator Everett M. Dirksen and State of Illinois for extension of time from Dec. 4 to file comments and from Jan. 8, 1962, to file reply comments in Springfield, Ill., deintermixture proceeding. Commission is of view that it is not required to tie this Springfield proceeding to deintermixture proceedings in Docs. 14239-14246; is persuaded that delay would not serve public interest in view of unusual nature of case, including circumstance that early institution of second local tv service to Terre Haute, Ind., turns on disposition of channel involved in this proceeding; and is satisfied that ample process has been provided in time already allowed for comment, including earlier extension, since Sept. 11, 1961, release of order instituting this proceeding. Action Nov. 30.

Routine roundup

■ Commission addressed letter to Friendly Bcstg. Co., licensee of WCUY (FM) Cleveland Heights, Ohio, constituting notice of apparent liability to $8,000 forfeiture under Sec. 503(b)(2) of Communications Act. Alleged violations include commencement of equipment and program tests on new frequency without notifying commission's engineer in charge and without filing application for license to cover cp. Licensee was

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6718 W. Plank Road
Peoria, Illinois

given 30 days from receipt of notice in which to file statement of non-liability. Action Dec. 6.

■ Commission invites comments by Feb. 5, 1962, to proposed rulemaking, based on petition by Florida Educational Tv Commission, which would reserve 12 additional uhf channels to augment existing nine educational assignments (five vhf and four uhf) for state-wide educational tv network. It would reserve channels now commercial in following cities: Chs. *28, Bradenton; *15, Ocala; *17, Marianna and Palatka; *26, Leesburg; *33, Lake City; it would assign educational channels to following cities now without any allocation; *25, Boca Raton; *18, New Smyrna Beach; *14, Cocoa; *21, Madison; *31, Fort Pierce, and *16, Fort Myers. Channel changes would necessitate substitution of ch. 63 for ch. 18 in Orlando, ch. 55 for ch. 16 in Lakeland, ch. 42 for ch. 14 in Lake Wales, and ch. 43 for ch. 39 in Fort Lauderdale. Until matter of overall allocation policy can be decided, commission believes that it would be inappropriate to reserve large blocks of channels such as requested, particularly since immediate construction is not contemplated. It is, however, mindful of needs for additional channels for educational tv in Florida and will consider state's request concurrently with proceeding in Doc. 14229 which is aimed to promote use of uhf channels. Action Dec. 6.

■ By notice of proposed rulemaking, commission invites comments to proposal by Sarkes Tarzian Inc. (WTTV [TV] ch. 4), Bloomington, Ind., to shift that channel to Indianapolis; also to determine whether more than three vhf commercial services are needed in Indianapolis-Bloomington area and whether it would better serve public interest and enable more effective use of vhf assignments in this area to reserve one of them for educational use. It deferred action upon Tarzian's request for issuance of order to show cause why authorization for WTTV (TV) should not be modified to specify operation on ch. 4 in Indianapolis instead of Bloomington, and denied its request for extension of time to reply to opposition pleading of WIBC Inc. Comr. Lee concurred in result. Action Dec. 6.

■ Commission invites comments to proposed rulemaking looking toward amending Sec. 3.87 of am rules concerning pre-sunrise operation by stations on regional (Class III) channels. It would provide that all such stations operating with their daytime facilities during pre-sunrise hours shall give advance notice of such operation to commission, that determination of whether objectionable interference results from such operation shall be made on basis of standard broadcast technical standards, and cut-off date would be established beyond which new Class III stations would be precluded from engaging in pre-sunrise operation under Sec. 3.87(a) and would be limited to licensed hours of operation. Effect of amendment would be to terminate Sec. 3.87 except as it may apply to regional assignments made previous to effective date of amended rules. Chmn. Minow and Comr. Cross concurred, former with statement. Action Dec. 6.

■ By order, commission amended Part 1 of its rules of practice and procedure to incorporate in Sec. 1.362 governing conditional grant of applications for broadcast facilities new subpart (i) to provide that, when two or more applications for same tv assignment have been designated for hearing, commission may, if public interest will be served thereby, make conditional grant to group composed of any two or more of competing applicants, such grant to terminate when successful applicant commences operation under terms of regular authorization. No conditional grant will be made unless all competing applicants have been afforded reasonable opportunity to participate in group seeking conditional grant. In its application, group shall include special showing as to need for service pending operation by successful applicant under terms of regular authorization; effect, if any, of grant on position of any applicant which is not member of the group; and any other factors which are deemed pertinent to public interest judgment. Amendment is effective Dec. 18, 1961. Action Dec. 6.

■ Commission granted request by Nebraska Council for Educational Tv and Kansas Legislative Council and extended from Nov. 30 to Jan. 15, 1962, time for filing comments and to Feb. 1, 1962, for filing replies to tv rulemaking proceeding involving Superior, Kearney, Albion and Terrytown, all Nebraska, and others. Action Nov. 28.

ACTIONS ON MOTIONS

By Commissioner Frederick W. Ford

■ Granted petition by Broadcast Bureau and extended to Dec. 1 time to respond to petition filed by applicants in Lake Charles-Lafayette, La., tv ch. proceeding for simultaneous approval of agreement, dismissal of exceptions and application of KTAG Assoc. and grant of application of Acadian Tv Corp. Action Nov. 28.

■ Granted petition by Broadcast Bureau and extended to Dec. 1 time to file exceptions to initial decision in matter of mod. of license of Marietta Bcstg. Inc. (KERO-TV ch. 10), Bakersfield, Calif. Action Nov. 28.

By Acting Chief Hearing Examiner Jay A. Kyle

■ Granted joint petition by Oklahoma Bcstg. Co. and Sapulpa Bcstrs., applicants for new am stations in Sapulpa, Okla., for approval of agreement to merge their interests and form new corporation in which each applicant will have equal 50% interests with no other consideration involved; dismissed with prejudice application of Sapulpa Bcstrs.; granted application of Oklahoma Bcstg. Co. for new am station to operate on 1550 kc, 500 w, DA, D, in Sapulpa, Okla., and terminated proceeding. Action Dec. 1.

■ Dismissed as moot petition by Johnson Bcstg. Corp. for leave to amend its application for new am station in Indian Rocks, Fla. Action Dec. 1.

■ On own motion, dismissed with prejudice application of Edwin A. Niehay for new am station in Provo, Utah; application was in consolidated hearing with Champion Electronics, Provo. (Late filing of appearance was denied Nov. 28). Action Nov. 30.

■ Granted petition by Andrew Emerine for dismissal of his application for new am station in Bucyrus, Ohio, but dismissed application with prejudice; retained in hearing status remaining applications in consolidation. Action Nov. 29.

■ Scheduled prehearing conferences and hearings in the following am proceedings on dates shown: Jan. 4 and Feb. 1, 1962: WNOW Inc. (WNOW), York, Pa., and Radio Assocs. Inc. (WEER), Warrenton, Va.; KWTX Bcstg. Co. (KWTX), Waco, Tex., Kerrville Bcstg. Co. (KERV), Kerrville, Tex., and Jan. 5 and Feb. 1, 1962: Lake Shore Bcstg. Inc. (WDOE), Dunkirk, N. Y. Action Nov. 29.

■ Granted petition by Bill Lamb Productions for dismissal of its application for new am station in Lapeer, Mich., but dismissed application with prejudice; retained in hearing status remaining applications in consolidation. Action Nov. 29.

■ Scheduled oral argument for Dec. 5 on petition for reconsideration filed by Hershey Bcstg. Inc. in proceeding on its application and Reading Radio Inc. for new fm stations in Hershey and Reading, Pa. Action Nov. 29.

■ Granted joint request by Ybor City Bcstg. Co. and Johnson Bcstg. Corp. for approval of agreement whereby Johnson would pay Ybor City $3,000 in partial payment of out-of-pocket expenses in connection with latter's application for new am station to operate on 1510 kc, 250 w, D, in Ybor City, Fla., in return for its withdrawal; dismissed Ybor City's application with prejudice; granted application of Johnson Bcstg. Corp., for a new am station to operate on 1520 kc, 1 kw, DA, D, in Indian Rocks Beach, Fla., and terminated proceeding. Action Nov. 29.

■ Granted joint petition by Barren County Bcstg. Co. and John M. Barrick, applicants for new am stations to operate on 1440 kc, 1 kw, D, in Glasgow, Ky., approved agreement and supplement whereby Mr. Barrick would pay Barren County $1,105.54 in partial payment of out-of-pocket expenses incurred in connection with its application in return for its withdrawal; dismissed with prejudice Barren County's application and retained in hearing status Mr. Barrick's application. Action Nov. 28.

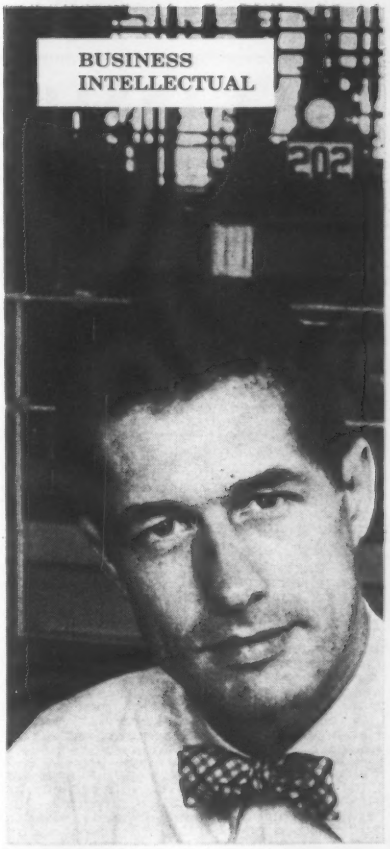
■ Granted petition by Kenton County Bcstrs. and extended from Nov. 28 to Dec. 1 to file responses to petition by Covington Bcstg. Co. to enlarge issues and to reopen record to receive evidence on such additional issue in proceeding on their applications and Massillon Bcstg. Inc. for new am stations in Covington, Ky., and Norwood, Ohio. Action Nov. 28.

By Hearing Examiner Charles J. Frederick

■ Closed record in matter of revocation of license of Mandan Radio Assn. for KBOM Bismarck-Mandan, N. D. Action Nov. 29.

■ Granted petition by Willamette-Land

Continued on page 106



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RADIO

Help Wanted—Management

Manager for well established small station. Pacific northwest. Box 94J, BROADCASTING.

Sales

Sales-operation manager (plus two salesmen) for new (now building) 1-kw-D central atlantic-medium market. Send full resume-photo to Box 729H, BROADCASTING.

New England—Major indie needs good strong salesman. Real opportunity with growing multiple chain for man looking to the future. Resume to Box 915H, BROADCASTING.

Radio salesman. Base salary $7800 plus 15% commission. Men averaging $10-15,000 year. We pay interview and moving expenses. West Michigan market 350,000. Station full-time am and fm. Resume must include past and present earnings and volume sold. Radio experience not required—sales experience is. Box 920H, BROADCASTING.

Florida. Established station. Full time. 5 kw. Guaranteed salary and incentive plan. Insurance and hospitalization program. Unrivaled living conditions. Housing plentiful and inexpensive. Inquiry will reveal an unusual, opportunity with an outstanding station. Complete resume. References please. Box 999H, BROADCASTING.

Southwest—biggest station in biggest, fastest-growing, metropolitan market, happy adult format, heavy public service. Needs sales executive for local agencies and big advertisers. Expanding operation seeks self-starter with imagination and confidence based on experience and substantial savings. Unlimited opportunity and cooperation. Box 69J, BROADCASTING.

Louisiana. Sales-announcer, first ticket, as assistant manager. Box 104J, BROADCASTING.

If you are a salesman, if you are free to travel, if you are accustomed to earning upwards of—$20,000 yearly—then contact us —Immediate openings available for three high caliber salesmen. Must have some knowledge of radio time sales and be able to commence first of year. Apply—only if you are a salesman. Commercial Producers, Inc., 405 Park Square Bldg., Boston, Mass. Contact us collect by calling this number—HAncock 6-9266.

Sales manager. Progressive, farm station going to 5000 watts soon needs sales manager with experience in competitive markets. Must produce. Call or write Jim Wanke, General Manager, KABR Radio, Aberdeen, South Dakota. BA 5-1420.

Sales manager. We furnish car and expenses, salary and commission; exclusive market area, top programming and community acceptance. You furnish experience, ability, sales personality and initiative. Air mail picture, qualifications, background to KAVI, Rocky Ford, Colorado.

Market wide open for experienced, creative salesman capable of producing and holding business. More radio stations in the market than there are real salesman. Producer will be compensated handsomely through salary —commission plan. Send full background and recent photo to Lou Ullo, sales manager, KBIS Radio, 2013 Chester Avenue, Bakersfield, California.

Top c&w station needs good salesman interested in making excellent money. Minimum two years sales experience. Sales only. DJ's & pickers need not apply. Guarantee and commission. K-P-E-G, 3810 E. Boone, Spokane, Washington.

Help Wanted—(Cont'd)

Sales

Experienced salesmen (2) for fm station (varied programming) and for am station (foreign language, negro). WSBC, 2400 W. Madison, Chicago 12, Illinois.

Special feature salesman. Immediate openings most states. Gallucci, East Hampton, Connecticut. Andrew 7-9092.

Announcers

Announcer with first class ticket, maintenance is secondary. Box 928D, BROADCASTING.

Capable radio announcer desired by am-fm-tv station. Emphasis on voice quality and intelligent delivery. We are adult operation, not personality format . . . interested in maturity and permanence. Above average benefits, pleasant midwestern community. Box 745H, BROADCASTING.

Announcer-engineer. Central Pennsylvania station. Our need is immediate. Salary open. Send resume and tape to Box 758H, BROADCASTING.

Announcer with first phone ticket has opportunity at on-the-go station near Atlanta. Basic maintenance and a good job on the air are required. Send tape, background, personal and credit references. No rock'n roll man desired. Box 15J, BROADCASTING.

Texas kilowatt seeking experienced, adult announcers. $90.00 week, Send resume, references to Box 24J, BROADCASTING.

Experienced announcer to divide time between air and production work. Must be good typist and know copy. This is permanent and your record must bear investigation. Ideal California city. 53J, BROADCASTING.

Top rated Florida goldcoast format station needs experienced swinging morning man. Must be exempt from military service. Send tape of J. D. show plus news to Box 55J, BROADCASTING.

Dependable commercial announcer with at least 2 years experience. Located in eastern Pennsylvania. Successful non-screaming format. Play-by-play helpful but not necessary. Opportunity to grow with chain. Minimum of $85 to start—more if qualified. Regular raises. Personal interview necessary, but first send tape and resume to Box 63J, BROADCASTING.

Mid-south. Announcer-sales. First ticket. Managerial position. Box 105J, BROADCASTING.

Northeast 50 kw clear channel needs staff announcer with news writing background. Quality programming, large staff, modern facilities and prestige position in this large market, makes this an outstanding opportunity for the right man. Good pay and company benefits. Send complete resume, tape and recent photo to Box 113J, BROADCASTING.

5,000 watt Kansas regional good music station wants chipper folksy morning man for permanent position. Send tape, resume, photo and salary desired to Box 114J, BROADCASTING.

If you know RCA broadcast equipment (1st eng.) and can announce or sell—there is a job for you in beautiful south Alabama. Needed December 26th. Box 64J, BROADCASTING.

Help Wanted—(Cont'd)

Announcers

Pittsburgh area opening for first phone announcer, minimum two years experience. Starts $500 month. Send resume, tape. Box 81J, BROADCASTING.

Versatile announcer with first phone for adult music, automated station. Better than average pay, excellent advancement opportunities. Pleasant living western Washington coastal city. Experienced men only—send tape and resume. Box 82J, BROADCASTING.

Opening January 8 for announcer-salesman with mid-south station. Give full details with tape and picture. Write Box 95J, BROADCASTING.

Wanted: 1st phone announcers for dominate 5 kw in rich west Texas. . . . Write and send tape to Box 102J, BROADCASTING.

Immediate opening. First phone-maintenance, announcing. Small, friendly town. KPOR, Quincy, Washington.

Top flight air personality needed immediately. Looking for swinger with adult appeal, musically knowledgeable, and enthusiastic. Send audition, photo and full details to Frank Page, KWKH, Shreveport, La.

1st phone announcer. Immediate opening. Send resume, tape and salary requirements to Ken Spengler, WCVS, Springfield, Illinois.

Announcer strong on news to work 4 nights and 1 morning. Send tape, references and starting salary expected with resume. Must have a minimum of 1 year experience. All tapes will be returned. Contact William M. Winn, P.D. Radio station WESB, Bradford, Pennsylvania.

Have opening for good middle of the road announcer with first phone. Experience in programming desired but not necessary. Contact manager WGAI, Elizabeth City, North Carolina.

Night man for the wee hours. All-night show needs man with ideas and music knowledge to be friend and attract Miami's "night people." Send tape, resume and picture to Dick Doty, WINZ, Miami.

Experienced first class licensed announcer. Box 1056, Twin Falls, Idaho.

News director—WLEC, Sandusky, Ohio, seeking experienced newsman to take ever operation of two man department. Emphasis on local news. Excellent fringe benefits—salary commensurate with experience. Send audition tape, resume and experience and picture to Karl Bates, Program Director, WLEC, Sandusky, Ohio.

Immediate opening for two experienced announcers. Must be professional and mature to qualify. Experience in production and/or news desirable. WSAC, Fort Knox, Kentucky. Phone ELgin 1-3121.

Newsmen needed for midwest radio-television news staff. Opportunity for tv coverage experience for radio men. Send all information first letter with tape, film and resume including salary requirements. Address news director, WTOL, Toledo 4, Ohio. Personal interview required.

Young, ambitious, permanent jocks for movin' "town and country" swinger in million population southern California market. Air-mail special, tape, resume, references salary to: Bill Wood, P.O. Box 1408, San Diego 12, California. GA 2-0166.

Combo—first phone. Excellent salary. WVOS, Liberty, New York.

Help Wanted—(Cont'd)

Technical

Engineer-chief: must be combo-something. Eng-sales, eng-announcer, etc. Not sufficient work to spend full time eng. Daytimer. No problems. $100 weekly. Full details to Box 954H, BROADCASTING.

North Carolina coastal area full timer seeks happily married first phone engineer for chief. Duties will consist of maintenance, some air work, installation of new studios in luxury motel and expected construction of new AM full-time station. Willing to pay well for competent, sober, cooperative man interested in working for young, aggressive, growing organization. State experience, salary, availability and enclose recent photo in first letter. Box 958H, BROADCASTING.

If you know RCA equipment broadcast equipment (1st eng.) and can announce or sell—there is a job for you in beautiful south Alabama. Needed December 26th. Box 65J, BROADCASTING.

Chief engineer—some announcing. Small station northern Michigan. Maintenance, construction primary. 5 kw—directional installation coming. Box 84J, BROADCASTING.

Chief engineer, maintenance and announcing, night shift, required by January first. Above average earnings. Contact General Manager, KATE Radio, Albert Lea, Minnesota.

Wanted: Combination chief engineer-announcer with first phone. Air shift and maintenance. Small market and local station. Send all information and tape to Allen R. McIntyre, KNDC, Hettinger, North Dakota.

Chief. Good installation-maintenance, light announcing. Write KRLN, Canon City, Colorado.

Help wanted . . . Chief engineer, daytimer, close to New York City. Maintenance and relief announcing. Good opportunity, call or write W.B.A.Z., Kingston, N.Y. FE 1-6300.

Experienced chief engineer-announcer, with accent on engineering, for 5 kw daytimer in western Wisconsin. Must be stable family man with both personal and credit references. Call or write Bob Smith, WIXK, New Richmond, Wisconsin, CHapel 6-2254.

Chief engineer-announcer for WTWN, St. Johnsbury, Vermont. Excellent pay. Top physical plant and working conditions. Group operation. Must be experienced. Contact E. Dean Finney, General Manager.

Chief Engineer. Immediate opening. WVOS, Liberty, New York.

WRMF, Titusville, Florida, (north gate-Cape Canaveral) needs chief engineer-announcer, sales if desired. Gates equipment, daytime, non-directional. Studio and transmitter one unit. Permanent. Immediate.

Production—Programming, Others

If you are creative and can write effective commercial copy and have a good commercial voice, send resume and audition tape immediately to Box 796H, BROADCASTING.

Newsman, reporter-writer-newscaster, to join 10-man major southwestern market tv staff, air featured newscast, support others; CBS affiliate; vacancy now. Box 32J, BROADCASTING.

Experienced woman capable of producing and airing top flight and unusual daily 15 to 30 minutes women's program. Will also be permitted to participate in general sales if qualified. Box 35J, BROADCASTING.

Attractive and unusual opening at full power vhf for qualified girl for several time weekly live studio show along with part time secretarial responsibilities to general manager. Submit immediate resume and photo-include film clips and tape if available. Mrs. Richard, Personnel, KSOO-TV, Sioux Falls, South Dakota.

Help Wanted—(Cont'd)

Production—Programming, Others

Graduate student assistantships in radio-tv, programming - production available. Write school of speech, Ohio University, Athens, Ohio.

RADIO

Situations Wanted

Management

Broadcast promotion manager, five years tv-radio: 2 heading group set-up. Incredibly versatile writing, design, ideas, research and budget tending. Station sale forces relocation. Box 51J, BROADCASTING.

Major Market Sales Manager with long, successful record in one of the country's biggest, most competitive markets. Now ready to move into management post with aggressive group operation offering opportunity for greater advancement and income. Currently have complete responsibility for multi-million dollar national and local billing, sales training, promotion and merchandising. Experienced in all phases of management. Excellent reputation with advertisers and other broadcasters. Profit conscious and mature in all approaches to business and management. If you have a big city operation that can use more help at the top, it will pay us to talk together. Box 67J, BROADCASTING.

Operations manager—university graduate radio-tv, years of experience in all departments wishes to make your inside operation click. Box 75J, BROADCASTING.

Manager—with impressive fourteen-year management and personal sales record. Sincere, responsible, family man, seeks return midwest. Best media, personal, civic and ownership references. Box 77J, BROADCASTING.

Broad experience, emphasis sales and news, FCC license. Family man. Box 88J, BROADCASTING.

31 year old family man, 15 years in radio sales and programming, 7 years in present position. Would like to find job as working manager or sales manager. Prefer Texas. Write Box 99J, BROADCASTING.

Looking for just plain good man? No high pressure! Probably can't double billing! Can keep even keel and clients happy! Experienced all phases broadcasting (except eng.). Have been actor on stage, screen, tv, past 10 years. Looking for small town operation. Phone or wire "Don," 914 Mtn. View Ave., Mountain View, California. YO 7-0550.

Sales

Merry Christmas. Wisconsin, Michigan, Indiana stations. Salesman (30) who knows-loves radio wants work. Happy New Year with me, means extra billings you'll see. Box 96J, BROADCASTING.

Announcers

DJ desires top 40 position. Free and willing to travel. Box 994H, BROADCASTING.

Aggressive station is sought by eager graduate of midwestern broadcasting school. Mature clear voice, vet, single, college and sales background. Write for tape, photo and resume to Box 998H, BROADCASTING.

College graduate. 3rd phone. Experienced studio engineer. Some announcing experience. Presently in Ohio. Will relocate anywhere. Box 8J, BROADCASTING.

Radio-tv newsman. Six years experience. Reporting, editing, writing, broadcasting. Box 14J, BROADCASTING.

Experienced announcer-salesman . . . good on c&w. References. Box 29J, BROADCASTING.

Negro announcer, broadcasting school graduate. Does everything extremely well. Third class license. Tape on request. Box 34J, BROADCASTING.

Situations Wanted—(Cont'd)

Announcers

Swinging personality dj., (morning experience)—looking for stable position with progressive, modern-sounding station. Prefer west, consider all. Married, 26, veteran, 2½ years experience. Please reply with brief description of operation. Box 56J, BROADCASTING.

Young, aggressive, dependable, college grad. Five years experience, medium-major markets. Primary interest sports . . . Big Ten—pro play-by-play experience, exciting. Also, bright dj show—tight production, own board. Desire good size market. Box 57J, BROADCASTING. Call: UNiversity 9-9031, Evanston, Illinois.

Air personality-production man. 2 years. Creative. Bright. Scintillating sound. References. Good pay and production. Facilities a must. Travel. Box 61J, BROADCASTING.

Currently working top five market. Good music, news, 25, single. Want progressive station. No top forty. Tape on request. Box 62J, BROADCASTING.

Professional announcer, highly competent, with first class ticket is available now! Box 66J, BROADCASTING.

Talented, versatile announcer who does everything well can add 3½ years experience to your staff. Currently employed in top market. Mature voice; excellent air presentation. Box 70J, BROADCASTING.

DJ—announcer. 2½ years experience. Can operate tight board. Not a floater or screamer. Would like to relocate near my home, N.Y.C. Box 72J, BROADCASTING.

Announcer. AA voice 1½ years experience. Progressive, reliable. Prefer Wisconsin or Michigan. Single, 22, desire employment with sound station. Contact Mr. Del Scott. Box 78J, BROADCASTING.

Broadcasting school graduate short on experience seeking opportunity. 27, single, midwest. Will travel. Box 83J, BROADCASTING.

Announcer. Young. Cheerful. Versatile. Sales ability. Excellent training. Tape available. Box 90J, BROADCASTING.

Announcer. Mid-road music experience. News. Commercials. Versatile. Tape available. Box 91J, BROADCASTING.

Experienced combo dj . . . 24, 1st phone. Presently employed as morning man. Prefer east. Box 97J, BROADCASTING.

Announcer, dj, tight board, mature voice, experienced, want to settle. Box 100J BROADCASTING.

Top name c&w personality dj—First phone license, run own board. News. Top audience rating. Sober, family man. Seeking top-flight operation. Prefer midwest. Box 101J, BROADCASTING.

DJ, seven years experience, knows music. Family. Box 110J, BROADCASTING.

Experienced negro announcer, dj, commercial, fast board. Will travel. Family man. Box 112J, BROADCASTING.

Available-Florida preferred. Deep non-irrating voice, no sales, recent subject Sesac, "It seems but yesterday." References present employers. . . . Blake, WTAN, Clearwater, Florida.

Announcer, no experience, wants to learn. North central states. Donald Baumann, 446 N. 35th Street, Milwaukee 8, Wisconsin.

Young married man, first phone, good voice. No experience—prefer south. John Harris, 324 Bradley St., Jackson, Mississippi.

First phone personality—College, experience. Draft exempt. Brad Melton, 5319 Rocky Ridge, Dallas, Texas. FR 4-7568.

Technical

Young man, 31, married, 3 years experience in studio operation. Desire position as a studio or xmitter engineer. Box 980H, BROADCASTING.

Situations Wanted—(Cont'd)

Technical

College graduate. 3rd phone. Experienced studio engineer. Some announcing experience. Presently in Ohio. Will relocate anywhere. Box 9J, BROADCASTING.

Twelve years 1st phone engineer. Have served as chief and staff engineer. Maintenance and control room operation. Interested in announcing but no experience. Will relocate any vicinity for right opportunity. Box 17J, BROADCASTING.

1st phone, some experience on transmitter but none as chief or announcer, desires job. Box 107J, BROADCASTING.

Big stations. Looking for a darn good, friendly, reliable xmitter engineer? For a $100 a week, I'm your man. Box 108J, BROADCASTING.

Experienced first phone engineer desires permanent position; southeast; enjoys mobile maintenance. No announcing. Age 28. K.H., 296 South Spring Street, Spartansburg, South Carolina.

Eleven years experience, can handle anything technical. Good hillbilly dj. Desire chief engineer or combo work. Texas or bordering states. Clint Springer, Route 4, Box 152-A, Victoria, Texas.

Production—Programming, Others

Newsman — mature journalism graduate, limited radio-tv experience. Available immediately. Prefer midwest. Box 16J BROADCASTING.

Women's director, secretarial, continuity, air work, experienced. Box 59J, BROADCASTING.

Program director, 8 years experience, network quality voice, desires air work in metropolitan market. 32 years of age-morning shift desired. Box 60J, BROADCASTING.

Creative male copywriter. Outstanding commercial voice. Radio-tv production, spots, promotions. Box 71J, BROADCASTING.

Experienced all phases, formats. Four years experience, college grad., 25, married; wants to join station or chain offering advancement to top management. Box 73J, BROADCASTING.

California, Arizona, New Mexico. Versatile, authoritative newsman wants challenging news minded metropolitan operation. 2 years eastern experience plus AFRS, plus newspapers, magazines. Married, 31, Harvard graduate. Excellent references. Box 76J, BROADCASTING.

A fine program director for your medium market station. If you are a progressive employer and a fair dealer, phone 716-GL 8-8814.

Continuity, traffic, promotion woman, 35—9 years top notch experience, major markets, commercial air-work. Excellent "good girl Friday." College background. Desire immediate, permanent position. Superb references. Write or call, Betts Brauer, 3607 Stanford Place, Dayton 6, Ohio. CRestview 8-5673.

TELEVISION

Help Wanted—Announcers

Desire person with some announcing and tv production experience. Good opportunity for young man with desire to progress in these fields. Midwestern tv and radio combination. Box 6J, BROADCASTING.

Wanted experienced announcer for tv station in progressive North Carolina market. Must be interested in news, married, young, native southerner preferred. Write Box 21J, BROADCASTING. Send resume of experience, education, salary expectations and include tape if possible.

Help Wanted—(Cont'd)

Announcers

Immediate opening for experienced on-camera tv announcer in 2 station market. Plenty of on-camera work. Only those with experience need apply. Send background information, audio tape, recent photo to Harry C. Barfield, Station Manager, WLEX-TV, Lexington, Kentucky.

Technical

Chief engineer wanted for Latin American tv station. Must have qualifications and experience. Take full charge operations and planning new installations. Excellent climate and living conditions. Salary open. Box 115J, BROADCASTING.

Immediate opening for first class engineer. Call, wire, write, WSYE-TV, Elmira, New York.

WTOC-am-fm-tv, Savannah, Georgia, has opening for first class engineer. Reply by letter to chief engineer, giving complete qualifications, references, photographs and salary requirements for 50 hours.

TELEVISION

Situations Wanted—Management

Assistant manager—program director. 39 years old, family man, 19 years radio-tv. Expert on FCC form 303, section IV. Presently responsible for production, film-buying, traffic, continuity, art, news, public service. Handle network and close association with national rep. Full particulars and personal interview on request. Box 834H, BROADCASTING.

After 18½ years with this radio and tv operation, have reached pinnacle because of owner-management. Departments responsible for film-buying, traffic, continuity, art, news, public service, staffed and created these departments for tv. Expert on FCC form 303, section IV. Handle network, close association with national rep. 39 yrs. old. Married. Personal interview on request. Box 20J, BROADCASTING.

Sales

Five years local-regional television experience plus radio sales management. Box 89J, BROADCASTING.

Announcers

TV announcer. 5 years daily on-camera experience. 11 years radio/tv. Big time ability. Smooth professional, bootn, on-camera. Box 85J, BROADCASTING.

Production—Programming, Others

Six years experience news, film, camera, production and photography. Box 679H, BROADCASTING.

Producer director, college degree, family man, wants challenging market. Emphases on special programs; midwest. Box 50J, BROADCASTING.

Five years experience in television production. Producer-director. Formerly cameraman and floorman. B.A. degree, speech major. Available immediately. Creative and aggressive. Box 98J, BROADCASTING.

FOR SALE

Equipment

G.E. 3 kw fm transmitter—used approximately 3 years. Excellent buy at $3,000.00. Box 858H, BROADCASTING.

Used GPL 35mm telecast projector model PA-200. Reasonable. Box 953H, BROADCASTING.

2—Ampex VR-1010 color conversion kits. 1—Ampex color standard. All in new condition. Will sell for fraction of original price. Box 991H, BROADCASTING.

Collins 250 watt 300-C1 transmitter, tubes & crystals, Lehigh S/S 180′ tower, lights & insulators. Asking $500.00. Write WNLC, New London, Connecticut.

Equipment—(Cont'd)

Equipment

1—Dumont B&W scanner, including 2 film, 2 slide and 2 opaques. Not quite a complete system. Will sell all or individual units. Box 992H, BROADCASTING.

GE console model 4BC1A2. GE Uni-level model **4BA9B1, 2-QRK** turntables. Box 2J, BROADCASTING.

For sale: 595 foot Dresser-Ideco guyed tower. Designed to support 44 thousand pound tv antenna. Dismantled. Ready for shipment. $10,000.00. Box 58J, BROADCASTING.

General Electric BT-1-A 250 watt fm transmitter. Clean, reliable, recently overhauled and in excellent condition. Can be multiplexed. $750.00. Box 79J, BROADCASTING.

1—4 bay Andrews multi V fm antenna in working order 105.7 megacycles. Can be changed. 1—1 kw Raytheon antenna coupling unit with Gates coils. 1—G.E. Phasatron exciter complete with tubes including a new phasatron and two or three spares. 1—Capital transcription library containing approximately 600 records and steel filing cabinet. All the above for sale cheap. Will sell as a unit or separately. Box 106J, BROADCASTING.

For sale: 1½ year old Gates 101 spot. Excellent condition. Complete with remote control. In use; cartridge equipment replacing. Best offer over $575. KATI, Casper, Wyoming.

2 automatic (45 rpm) turntables & controls (BQ-103 RCA) 2 turntable equalizing preamplifiers (BA-26A RCA). One turntable with controls and pre-amplifier priced at $995.00. This equipment used only four months. Both machines are equipped with remote control cueing. For inspection and contact, write or call WEAM, 1515 N. Court House Rd., Arlington, Va. Jackson 7-7100.

Remote control rust series F. Original cost $1665.00. Available today $490.00. WEAW, Evanston, Illinois.

Brand new fm RC-1A remote control equipment—Still uncrated—25% discount. Write: W. D. Caldwell, 404 Vaughn Building, Amarillo, Texas, telephone: DRake 4-0107.

Am, fm, tv equipment including monitors, 5820, 1850, p.a. tubes. Electrofind, 440 Columbus Ave., N.Y.C.

Will buy or sell broadcasting equipment. Guarantee Radio & Broadcasting Supply Co., 1314 Iturbide St., Laredo, Texas.

Transmission line, styroflex, heliax, rigid with hardware and fittings. New at surplus prices. Write for stock list. Sierra Western Electric Cable Co., 1401 Middle Harbor Road, Oakland 20, California.

WANTED TO BUY

Equipment

50 kw used transmitter. Must pass FCC. Full details; lowest price; best terms. Box 68J, BROADCASTING.

1000/250 watt transmitter or kilowatt which will take power reduction kit. Any make good, clean rig. Cash, terms, trade. We'll crate. Box 74J, BROADCASTING.

AM frequency monitor and 200 feet guyed tower. Used. J. B. Crawley, Box 185, Campbellsville, Ky.

Translator, UHF Adler type UST—10B or BC. New or used. Write giving condition, price, date of purchase to TV Systems, 29360 Bluewater Road, Malibou, California.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. Write for our free 40-page brochure. Grantham School of Electronics, 3123 Gillham Road, Kansas City 9, Missouri.

INSTRUCTIONS—(Cont'd)

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43 N.Y. OX 5-9245.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G. I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Since 1946. The original course for FCC First Class Radiotelephone Operator License in six weeks. Reservations necessary. Enrolling now for classes starting January 3, March 7, May 9, July 11. For information, references and reservations write William B. Ogden Radio Operational Engineering School, 1150 West Olive Avenue, Burbank, California.

Be prepared. First class F.C.C. license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

FCC first class license in 6 weeks. We are specialists. We do nothing else. Small classes. Maximum personal instruction. One low tuition covers everything until license secured. Pathfinder Method, 5504 Hollywood Blvd., Hollywood, California.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the F.C.C. First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G. I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

MISCELLANEOUS

Deejays—Have a merry Xmas! Fill in with 4 files of funny one-line gags. All four folios, $7.50. Show-Biz Comedy Service. (Dept. DJX) 65 Parkway Court, Brooklyn 35, New York.

25,000 professional comedy lines, routines, adlibs. Largest laugh library in show business. Special monthly topical service featuring deejay comment, introductions. Free catalog. Orben Comedy Books, Hewlett, N.Y.

Business Opportunity

Am looking for partner in progressive radio station in intermountain area population 119,000, would like you to be willing to invest $45,000 for 45 percent of station with option to buy 50 percent. Station is 1000 watt daytimer currently in black. Box 579H, BROADCASTING.

RADIO

Help Wanted—Management

OWNER-MANAGER WANTED

Southwest—2 stations—one in city over 200,000, other close by in small market. Must be fully qualified to handle ALL phases of radio station management, personnel, FCC rules, sales (local and national). Prefer man with at least small amount of cash to invest—will give options based on performance to buy substantial interest in stations—DO NOT APPLY UNLESS YOU ARE A FULLY qualified experienced manager. Starting minimum $10,000.00. Box 80J, BROADCASTING.

Help Wanted—(Cont'd)

Production—Programming, Others

PROGRAM DIRECTOR

Midwestern Major Market. Need PD to maintain moving sound. Complete authority and responsibility to right man. Salary to $10,000. Send tape and resume.

Box 30J, BROADCASTING

RADIO

Situations Wanted—Announcers

CONSULTANT PROGRAM DIRECTOR

One of nation's top program men wants to make a change. Current station in top 10 market is #1. The challenge is gone here. Will consider permanent PD position or will consult your station for limited time. Best references. Your reply held in confidence. Write Box 13J, BROADCASTING.

Here's your Xmas package for sadly sagging Hooper's. Young, married, reliable, jock, with 4 years top 40 and good pop music experience available immediately. Phone—Larry Light, TE 1-5785. Cincinnati, Ohio.

Production—Programming, Others

NEWS DIRECTOR
NUMBER ONE STATION
West Coast Metropolitan Market

Contemplating move first quarter of 1962. Any news image to compliment any program policies. Over fifteen years experience—with thorough knowledge of program direction and program management.

Box 111J, BROADCASTING

TELEVISION

Help Wanted—Technical

TV CHIEF ENGINEER

Established major market VHF station. Successful applicant must have superior qualifications for this opportunity including experience in supervision and operations, as well as know how to do any supervised job himself if necessary. No arm chair administrators wanted. Detailed resume in confidence to Box 116J, BROADCASTING.

INSTRUCTIONS

MOVING?
SEND FOR BOOKLET

A free, 16-page booklet prepared by Burnham Van Service, Inc. can give you helpful, work-saving, cost-saving pointers on how to organize your move from city to city when you change jobs. How to prepare to move, tips on packing, a helpful inventory checklist of things to do are among the topics included. Write for your free copy. No obligation.

Chuck Swann,
Burnham Van Service,
1634 Second Avenue,
Columbus, Georgia

THE AMERICAN DISC JOCKEY SCHOOL

Offers fully trained and commercially oriented personnel. What are your needs? News • Sports • C&W • Top 40 • Jazz Sales • Programming • Men • Women

HELENA BLDG., NORFOLK, VA.

State Needs—Tape, Photo, Resume Rushed

AMBITIOUS?

ALL BROADCAST PERSONNEL PLACED
ALL MAJOR U.S. MARKETS
MIDWEST SATURATION
Write for application NOW

WALKER EMPLOYMENT SERVICE

Jimmy Valentine
83 So. 7th St.
Broadcast Division
Minneapolis 2, Minn.
FEderal 9-0961

MISCELLANEOUS

YOUR OWN NEWSLETTER PUBLISHED FOR YOU

Build sales and prestige with newsletter now available for exclusive circulation in your territory under your station name. Write for sample and details.

COLOMAR COMPANY
P. O. Box 34
Boulder, Colorado

FOR SALE

Equipment

200-Foot TOWER

200-foot, self-supporting Blaw-Knox Tower. Supported 6 Bay Antenna. A good buy as is, where is, in Bloomington, Indiana, for $4000. Estimated de-erection and re-erection cost, $4000, plus transportation. Write or call Mr. B. Presti, Sarkes Tarzian, Inc., Bloomington, Indiana. Telephone: EDison 2-7251.

FOR SALE

Stations

BOSTON

Class B Stereo Multiplex FM station. Priced for immediate sale. Lynn 9-2213.

Box 702H, BROADCASTING.

Mid-West. Non-competitive. Single Market. Fulltimer within 150 miles of Indianapolis. Grossing over $95,000.00 last 12 months. Excellent terms. Around $36,000.00 down, balance 7 to 10 years. 1000 Watts daytime and 250 Watts nighttime. Direct sale—not handled by brokers.

Box 754H, BROADCASTING

PACIFIC NORTHWEST REGIONAL

Low frequency fulltimer with the best coverage of any station within 125 miles. Excellent market and potential. Brand new equipment. $140,000 with low down payment and long payoff to the right operator. Box 988H, BROADCASTING.

OPPORTUNITY

NEED WORKING CAPITAL AND WORKING PARTNER.

$20,000.00 buys 50% interest or $40,000.00 down buys 100% of intermountain station in potential market. Reply:

Box 52J, BROADCASTING

CENTRAL FLORIDA
Daytimer

Non-competitive single market in small but growing market. Realistically priced with terms. Ideal for owner-operator.

Box 54J, BROADCASTING

Radio station, New York State. 400,000 market. Liberal terms for quick sale. $100,000.

Box 109J, BROADCASTING

For Sale—(Cont'd)

Stations

Mich	single	daytimer	60M	terms
Iowa	single	fulltime	77M	15dn
Fla	small	power	90M	29%
West	small	VHF-TV	150M	29%
Ga	metro	fulltime	175M	cash
South	major	fulltime	400M	100dn
N.E.	Top 30	daytimer	425M	terms

And others.

CHAPMAN COMPANY
1182 W. Peachtree St., Atlanta 9, Ga.

GUNZENDORFER

SOUTHERN CALIFORNIA GROWING MARKET. Asking $115,000. 29% down.

ARIZONA SINGLE MARKET. $18,000 down. Asking $80,000. *"A GUNZENDORFER Exclusive."*

OTHERS IN OREGON, UTAH, COLORADO, and TEXAS from $75,000.

WILT GUNZENDORFER AND ASSOCIATES
8630 W. Olympic, Los Angeles 35, Calif.
Licensed Broker *Financial Consultants*

Indiana single regional $78,000—N. Y. State major regional $135,000—Tex. fulltimer $70,000—Texas daytimer $70,000—Tex. medium $160,000—Tex. metro $275,000—Tex. metro $425,000—La. single $26,950—La. single $40,000—La. major $75,000—Ark. major $180,000—Tenn. single $82,500—Tenn. major $225,000—Tenn. major $375,000—Fla. medium $170,000—Fla. metro $225,000—Fla. major power $237,000—Fla. major power $550,000—N. M. medium $150,000—N. M. major $250,000—Miss. single $40,000—Miss. single $45,000—Okla. single $100,000—Ala. major $300,000—20 others! Contact:

PATT McDONALD CO.
Box 9266—GL. 3-8080
AUSTIN 17, TEXAS

STATIONS FOR SALE

1. SOUTHWEST. Exclusive. Full time. Absentee owned. Doing $50,000 per year. Asking $80,000. 29% down.
2. CALIFORNIA. Exclusive. Full time Asking $85,000. 29% down.
3. NEW ENGLAND. Full time. Excellent market. Profitable. Asking $180,000. Terms.
4. SOUTH CENTRAL. Major market. Full time. Asking $180,000. 29% down.

JACK L. STOLL & ASSOCS.
Suite 600-601 6381 Hollyw'd Blvd.
Los Angeles 28, Calif HO. 4-7279

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in

BROADCASTING
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 101

Tv Inc. for leave to amend its application for new tv station to operate on ch. 3 in Salem, Ore., to make change in officer and director and to supply requisite information concerning legal qualifications of new officer and director. Action Nov. 28.

By Hearing Examiner Millard F. French

■ Granted request by Bi-States Co. (KHOL-TV) Kearney, Neb., and continued Dec. 1 further prehearing conference to Feb. 1 in proceeding on its application and that of Topeka Bcstg. Assn. Inc. (WIBW-TV), Topeka, Kan., for cps for new trans. sites. Action Dec. 1.

■ Received into evidence applicant's Exhibit 5 and closed record in proceeding on application of Strafford Bcstg. Corp. (WWNH), Rochester, N. H. Action Nov. 29.

By Hearing Examiner Walther W. Guenther

■ On own motion, corrected in various respects transcript of record in proceeding on application of Maricopa County Bcstrs. Inc. for new am station in Mesa, Ariz. Action Nov. 28.

By Hearing Examiner Annie Neal Huntting

■ Granted motions by Interstate Bcstg. Inc. (WQXR), New York, N. Y., and Broadcast Bureau, to quash notice of taking deposition of Mrs. Fanny Levi in proceeding on am applications of Catskills Bcstg. Co., Ellenville, N. Y., et al. Action Dec. 4.

By Hearing Examiner Jay A. Kyle

■ Upon request by Mt. Holly-Burlington Bcstg. Co., rescheduled Dec. 4 hearing for Dec. 6 in proceeding on its application for new am station in Mount Holly, N. J., et al. Action Nov. 29.

By Hearing Examiner Forest L. McClenning

■ Corrected in various respects, subject to provisions of Sec. 1.148 of rules, transcript of record in proceeding on applications of Gila Bcstg. Co. for renewal of licenses of stations KCKY Coolidge, Ariz., et al. Action Nov. 29.

■ Granted request by Port Chester Bcstg. Co. and continued Dec. 4 hearing to Dec. 6 in proceeding on its application and Putnam Bcstg. Corp. for new am stations in Port Chester and Brewster, N. Y. Action Nov. 28.

■ Granted petition by Broadcast Bureau and accepted its late filing of proposed findings of fact and conclusions of law in proceeding on applications of Gila Bcstg. Co. for renewal of licenses of stations KCKY Coolidge, Ariz., et al. Action Nov. 28.

■ Granted petition by Eastern Bcstg. System Inc. and continued from Nov. 30 to Dec. 11 date for formal exchange of all exhibits, Dec. 1 to Dec. 18 for further prehearing conference and from Dec. 18 to Jan. 3, 1962, for commencement of hearing in proceeding on its application for new am station in Brookfield, Conn., et al. Action Nov. 28.

By Hearing Examiner Elizabeth C. Smith

■ Granted petition by Broadcast Bureau and extended from Dec. 1 to Dec. 15 time to file proposed findings of fact and conclusions of law and from Dec. 15 to Jan. 2, 1962, to file replies in matter of revocation of license of KPSR Inc. for KSPR (FM) Palm Springs, Calif. Action Nov. 29.

BROADCAST ACTIONS
by Broadcast Bureau

Actions of Dec. 5

KGFX, Ida A. McNeil, administratrix of estate of Dana McNeil, Pierre, S. D.—Granted assignment of license to **Ida A. McNeil** as individual.

KRBE, KAMA (FM), Texas Fine Music Bcstrs. Inc. Houston and Dallas, Tex.—Granted acquisition of positive control of license (KRBE) and cp (KAMA) by **Roland A. Baker** through purchase of stock from **Texas Fine Music Bcstrs Inc.** and **Ellis W. Gilbert.**

WINA-AM-FM, Charlottesville Bcstg. Corp., Charlottesville, Va.—Granted acquisition of positive control by **Donald G. Heyne** through purchase of stock from **Lucile V. Faulkner.**

WTAX Springfield, Ill.—Granted mod. of cp to change type trans.

Actions of Dec. 4

WEOK-FM, Hudson Valley Bcstg. Corp., Poughkeepsie, N. Y.—Granted assignment of cp to **Hudson Valley F.M. Inc.**

WMOK, Fort Massac Bcstg. Co., Metro-

polis, Ill.—Granted assignment of license to **W. R. Tiner**, et al, d/b under same name.

WINE(FM) Pittsburgh, Pa.—Granted cp to replace expired permit for fm station.

KOL-FM Seattle, Wash.—Rescinded Nov. 6 action which granted license for fm station.

WMPO Middleport-Pomeroy, Ohio—Remote control permitted.

KWAC Bakersfield, Calif.—Granted change of remote control authority.

Actions of Dec. 1

■ Granted renewal of license for following stations: WAIT Chicago, Ill.; WCGO Chicago Heights, Ill.; WDUZ Green Bay, Wis.; WEIC Charleston, Ill.; WJOL-FM Joliet, Ill.; WKBT (TV) La Crosse, Wis.; WLBH Mattoon, Ill.; WRVB-FM Madison, Wis.; WTOS (FM) Wauwatosa, Wis.; WSAB (FM) Mt. Carmel, Ill.; WVMC Mt. Carmel, Ill.; WWIS Black River Falls, Wis.

WEAQ, WIAL(FM), Broadcaster Services Inc., Eau Claire, Wis.—Granted involuntary transfer of control from **William E. Walker** to **First National Bank of Madison, Wis.**, executors of estate of William E. Walker.

WYZZ(FM), Richard G. Evans, Wilkes-Barre, Pa.—Granted assignment of license to **Scranton-Wilkes-Barre Fine Music Bcstg. Inc.**

■ Granted cps to install new trans. for following stations: KIJV Huron, S. D., and *KASU (FM) Jonesboro, Ark.

WEBR-FM Buffalo, N. Y.—Granted cp to make changes in transmission equipment.

■ Granted mod. of cps to change type trans. for following stations: WSBC Chicago, Ill.; WSMG Greeneville, Tenn.; KBMN Bozeman, Mont.

Actions of Nov. 30

Seligman Recreation Assn., Deer Lodge, Hyde Park and Seligman, Ariz.—Granted cp for new vhf tv translator station with provision for multiple output amplifiers on ch. 7 to translate programs of KTVK (ch. 3) Phoenix, Ariz.; condition.

■ Granted cps for following new vhf tv translator stations: Upper Rosebud Tv Club on ch. 11, Upper Rosebud, Mont., to translate programs of KOOK-TV (ch. 2) Billings, Mont., and Minersville Tv Committee on ch. 2, Minersville, Utah, to translate programs of KUTV (ch. 2) Salt Lake City, Utah, via intermediate translator station.

KAGR Yuba City, Calif.—Remote control permitted.

KODI Cody, Wyo.—Granted authority to reduce operating hours to 6 a.m. sign-on and 7 p.m. sign-off, except for special events, when station may carry programs of local interest.

■ Granted renewal of licenses for following stations: WABQ Cleveland, Ohio; WCBQ Whitehall, Mich.; WCHB Inkster, Mich.; WCUE Akron, Ohio; WERD Atlanta, Ga.; WHOH (FM) Hamilton, Ohio; WJEH Gallipolis, Ohio; WMAN Mansfield, Ohio; WATC Gaylord, Mich.; WAVO Avondale Estates, Ga.; WBAR Bartow, Fla.; WCCW Traverse City, Mich.; WDTM (FM) Detroit, Mich.; WFLW Monticello, Ky.; WJMW, WJOF (FM) Athens, Ala.; WKLX Paris, Ky.; WPAP Fernandina Beach, Fla.; WPAY-AM-FM Portsmouth, Ohio; WRMF Titusville, Fla.; WRUS Russellville, Ky.; WZIP Cincinnati, Ohio; KNTV (TV) San Jose, Calif.; WERT Van Wert, Ohio; WHFB-AM-FM Benton Harbor-St. Joseph, Mich.; WJPD Ishpeming, Mich.; WJXN Jackson, Miss.; WMRE Monroe, Ga.; WSAI Cincinnati, Ohio; WSWM (FM) East Lansing, Mich.; WTVK (TV) Knoxville, Tenn.; KLMS Lincoln, Neb.

■ Rescinded Nov. 1 and Nov. 9 grant of renewal of licenses of WOPA-AM-FM Oak Park, Ill.

Bernard Rappaport, Philadelphia, Pa.—Granted cp for new tv station to operate on ch. 23; ERP vis., 275.8 kw, aur. 137.9 kw; ant. height 420 ft.

KIRL Wichita, Kan.—Granted cp to install new trans. without prejudice to such further action as commission may deem warranted in light of outstanding rule violation matters.

WDGY Minneapolis, Minn.—Granted cp to install new aux. trans.

K03BB Glenwood, Wash.—Granted cp to change frequency to ch. 3 (60-66 mc).

■ Following stations were granted mod. of cps to change type trans.: WMIN St. Paul, Minn.; WCQS Alma, Ga.; WGNU Granite City, Ill., and specify main studio location (same as trans. location).

KVEN-FM Ventura, Calif.—Granted extension of completion date to March 1, 1962.

Actions of Nov. 29

KYTE Pocatello, Idaho—Granted change of remote control authority.

KPAN Hereford, Tex.—Remote control permitted.

WBBR-AM-FM East St. Louis, Ill.—Remote control permitted.

KUTA, Jack W. Hawkins, Blanding, Utah—Granted assignment of cp to **KUTA.**

***WUNC(FM) Chapel Hill, N. C.**—Granted cp to increase ERP to 50 kw; ant. height to 820 ft.; change ant.-trans. location; install new type ant., and make changes in ant. system (increase height); remote control permitted.

WXGA-TV Waycross, Ga.—Waived Sec. 3.613 of rules and granted mod. of cp to change studio location (trans. site), 2.5 miles south of Hasty, near Waycross.

WESC Greenville, S. C.—Granted mod. of cp to make changes in DA pattern.

KCMO-FM Kansas City, Mo.—Granted mod. of SCA to make changes in trans. equipment.

■ Following stations were granted extensions of completion dates as shown: WBJA-TV Binghamton, N. Y., to June 20, 1962, and KXTV (TV) Sacramento, Calif., to Feb. 27, 1962 (main trans. and ant.).

Action of Nov. 24

WARD-AM-FM Johnstown, Pa.—Granted change of remote control authority.

Processing line

■ Notice is hereby given, pursuant to Sec. 1.354(c) of commission rules, that on Jan. 9, 1962, standard broadcast applications listed below will be considered as ready and available for processing, and that pursuant to Sec. 1.106(b)(1) and Sec. 1.361(c) of commission rules, application, in order to be considered with any application appearing on following list or with any other application on file by close of business on Jan. 8, 1962, which involves conflict necessitating hearing with application on this list, must be substantially complete and tendered for filing at offices of commission in Washington, D. C., by whichever date is earlier: (a) close of business on Jan. 8, 1962, or (b) earlier effective cut-off date which listed application or any other conflicting application may have by virtue of conflicts necessitating hearing with applications appearing on previous lists.

Attention of any party in interest desiring to file pleadings concerning any pending standard broadcast application pursuant to Sec. 309(d)(1) of Communications Act of 1934, as amended, is directed to Sec. 1.359(i) of commission rules for provisions governing time of filing and other requirements relating to such pleadings.

Applications from top of processing line:

BP-14675: New, Madawaska, Me.—St. Croix Bcstg. Inc. Req: 1230 kc, 250 w, 1 kw-LS, unl.

BP-14693: New, Quincy, Calif.—Pioneer Bcstrs. Inc. Req: 1370 kc, 500 w, D.

BP-14694: KEYL Long Prairie, Minn.—KWAD Bcstg. Co. Has: 1400 kc, 250 w, unl. Req: 1400 kc, 250 w, 1 kw-LS, unl.

BP-14695: WFRB Frostburg, Md.—Western Maryland Bcstg. Co. Has: 740 kc, 250 w (CR), D. Req: 560 kc, 1 kw, D.

BP-14695: KRGI Grand Island, Neb.—Grand Island Bcstg. Ltd. Has: 1430 kc, 1 kw, DA-N, unl. Req: 1430 kc, 1 kw, 5 kw-LS, DA-N, unl.

BP-14697: WHVF Wausau, Wis.—Lakeland Bcstg. Corp. Has: 1230 kc, 250 w, unl. Req: 1230 kc, 250 w, 1 kw-LS, unl.

BP-14698: New Bartlesville, Okla.—Osage Programmers. Req: 1500 kc, 1 kw, D.

BP-14699: WPRN Butler, Ala.—Radio Butler Co. Has: 1220 kc, 1 kw, D. Req: 1240 kc, 250 w, 1 kw-LS, unl.

BP-14700: New, London, Ohio—WMAD Inc., Req: 1510 kc, 250 w, DA, D.

BP-14706: New, Crystal Bay, Nev.—Verne M. Miller. Req: 1240 kc, 250 w, 1 kw-LS, unl.

BP-14707: KOKX Keokuk, Iowa—Keokuk Bcstg. Co. Has: 1310 kc, 500 w, 1 kw-LS, DA-2, unl. Req: 1310 kc, 500 w, 1 kw-LS, DA-N, unl.

BP-14708: New, Kingsport, Tenn.—Model City Bcstg. Corp. Req: 1400 kc, 250 w, unl.

BMP-9370: KOCY Oklahoma City, Okla.—Bonebrake & Co. Has lic: 1340 kc, 250 w, unl. Has cp: Change ant.-trans. location. Req mod. of cp: 1340 kc, 250 w, 1 kw-LS, unl.

BP-14713: New, North Platte, Neb.—North Platte Tv Inc. Req: 1410 kc, 1 kw, D.

BP-14714: WHIH Portsmouth, Va.—James Bcstg. Corp. Has: 1400 kc, 250 w, unl. Req: 1400 kc, 250 w, 1 kw-LS, unl.

BP-14718: WRSW Warsaw, Ind.—Reub Williams & Sons Inc. Has: 1480 kc, 500 w, DA-2, unl. Req: 1480 kc, 500 w, 1 kw-LS, DA-2, unl.

BP-14723: WAVE Louisville, Ky.—WAVE Inc. Has: 970 kc, 5 kw, DA-1, unl. Req: 970 kc, 5 kw, DA-2, unl.

BMP-9425: WCPC Houston, Miss.—WCPC Bcstg. Co. Has lic: 1320 kc, 5 kw, D. Has cp: 940 kc, 10 kw, DA, D. Req mod. of cp: 940 kc, 50 kw, DA, D.

BP-14725: KXEO Mexico, Mo.—Audrain Bcstg. Corp. Has: 1340 kc, 250 w, unl. Req: 1340 kc, 250 w, 1 kw-LS, unl.

BP-14726: WKYR Cumberland, Md.—WKYR Inc. Has: 1270 kc, 5 kw, D (Keyser, W. Va.). Req: 1270 kc, 1 kw, 5 kw-LS, DA-2, unl. (Cumberland, Md.).

BP-14729: New, Prattville, Ala.—Billy Walker. Req: 1330 kc, 500 w, D.

BP-14731: New, Douglasville, Ga.—Douglas County Bcstg. Co. Req: 1520 kc, 1 kw, 500 w (CH), D.

BP-14732: KODI Cody, Wyo.—Park Bcstrs. Inc. Has: 1400 kc, 250 w, unl. Req: 1400 kc, 250 w, 1 kw-LS, unl.

BP-14733: New, Spokane, Wash.—Moore Bcstg. Req: 550 kc, 500 w, DA, D.

BP-14734: WLDB Atlantic City, N. J.—Atlantic City Bcstg. Co. Has: 1490 kc, 250 w, unl. Req: 1490 kc, 250 w, 1 kw-LS, unl.

BP-14735: New, Jackson, Wyo.—Snake River Radio & Tv Inc. Req: 1340 kc, 250 w, unl.

BP-14736: KRSN Los Alamos, N. Mex.—Community Bcstg. Co. Has: 1490 kc, 250 w, unl. Req: 1490 kc, 250 w, 1 kw-LS, unl.

BP-14737: New, Cayey, P. R.—Ponce Bcstg. Corp. Req: 1080 kc, 250 w, unl.

BP-14738: WNBS Murray, Ky.—Service Bcstg. Co. Has: 1340 kc, 250 w, unl. Req: 1340 kc, 250 w, 1 kw-LS, unl.

BP-14742: WCMR Elkhart, Ind.—Clarence C. Moore. Has: 1270 kc, 5 kw, DA, D. Req: 1270 kc, 500 w, 5 kw-LS, DA-2, unl.

BP-14744: KDB Santa Barbara, Calif.—KDB Bcstg. Co. Has: 1490 kc, 250 w, unl. Req: 1490 kc, 250 w, 1 kw-LS, unl.

BP-14747: WMSL Decatur, Ala.—Tennessee Valley Radio & Tv Corp. Has: 1400 kc, 250 w, unl. Req: 1400 kc, 250 w, 1 kw-LS, unl.

BP-14748: New, LaPlata, Md.—Charles County Bcstg. Inc. Req: 1560 kc, 250 w, D.

BP-14749: WDBF Delray Beach, Fla.—Boca Raton Bible Conference Grounds Inc. Has: 1420 kc, 5 kw, DA, D. Req: 1420 kc, 500 w, 5 kw-LS, DA-2, unl.

BP-14750: KAYS Hays, Kan.—KAYS Inc. Has: 1400 kc, 250 w, unl. Req: 1400 kc, 250 w, 1 kw-LS, unl.

BP-14751: KRTN Raton, N. Mex.—Raton Bcstg. Co. Has: 1490 kc, 250 w, unl. Req: 1490 kc, 250 w, 1 kw-LS, unl.

BP-14752: WFLS Fredericksburg, Va.—Star Bcstg. Corp. Has: 1350 kc, 500 w, D. Req: 1350 kc, 1 kw, D.

BP-14754: WLPM Suffolk, Va.—Suffolk Bcstg. Corp. Has: 1460 kc, 500 w, 1 kw-LS, DA-n, unl. Req: 1460 kc, 500 w, 5 kw-LS, DA-2, unl.

BP-14756: WPDR Portage, Wis.—Comstock Pub. Co. Has: 1350 kc, 1 kw, D. Req: 1350 kc, 5 kw, DA, D.

BP-14757: New, Parker, Ariz.—Parker Bcstg. Co. Req: 1420 kc, 1 kw, D.

BP-14761: WBAX Wilkes-Barre, Pa.—P.A.L. Bcstrs. Inc. Has: 1240 kc, 250 w, unl. Req: 1250 kc, 250 w, 1 kw-LS, unl.

BP-14763: New, Doneison, Tenn.—William Harvey Freeman. Req: 1560 kc, 1 kw, D.

BP-14764: New, Lincoln, Neb.—David N. Osborne. Req: 1530 kc, 500 w, D.

BP-14767: WEBB Baltimore, Md.—1360 Bcstg. Inc. Has: 1360 kc, 5 kw, DA, D. Req: 1360 kc, 1 kw, 5 kw-LS, DA-2, unl.

BP-14771: New, Mishawauka, Ind.—Northern Indiana Bcstrs. Inc. Req: 910 kc, 1 kw, DA-2, unl.

BP-14774: KGIL San Fernando, Calif.—Buckley-Jaeger Bcstg. Corp. of Calif. Has: 1260 kc, 1 kw, 5 kw-LS, DA-2, unl. (1 kw, night DA pattern when KPPC operates). Req: 1260 kc, 5 kw, DA-2, unl. (5 kw, night DA pattern when KPPC operates).

BP-14775: KWNO Winona, Minn.—KWNO Inc. Has: 1230 kc, 250 w, unl. Req: 1230 kc, 250 w, 1 kw-LS, unl.

BP-14776: KRIZ Phoenix, Ariz.—Radio Denver Inc. Has: 1230 kc, 250 w, unl. Req: 1230 kc, 250 w, 1 kw-LS, DA-D, unl.

BP-14777: WMLF Pineville, Ky.—Ken-Te-Va Bcstg. Co. Has: 1230 kc, 250 w, unl. Req: 1230 kc, 250 w, 1 kw-LS, unl.

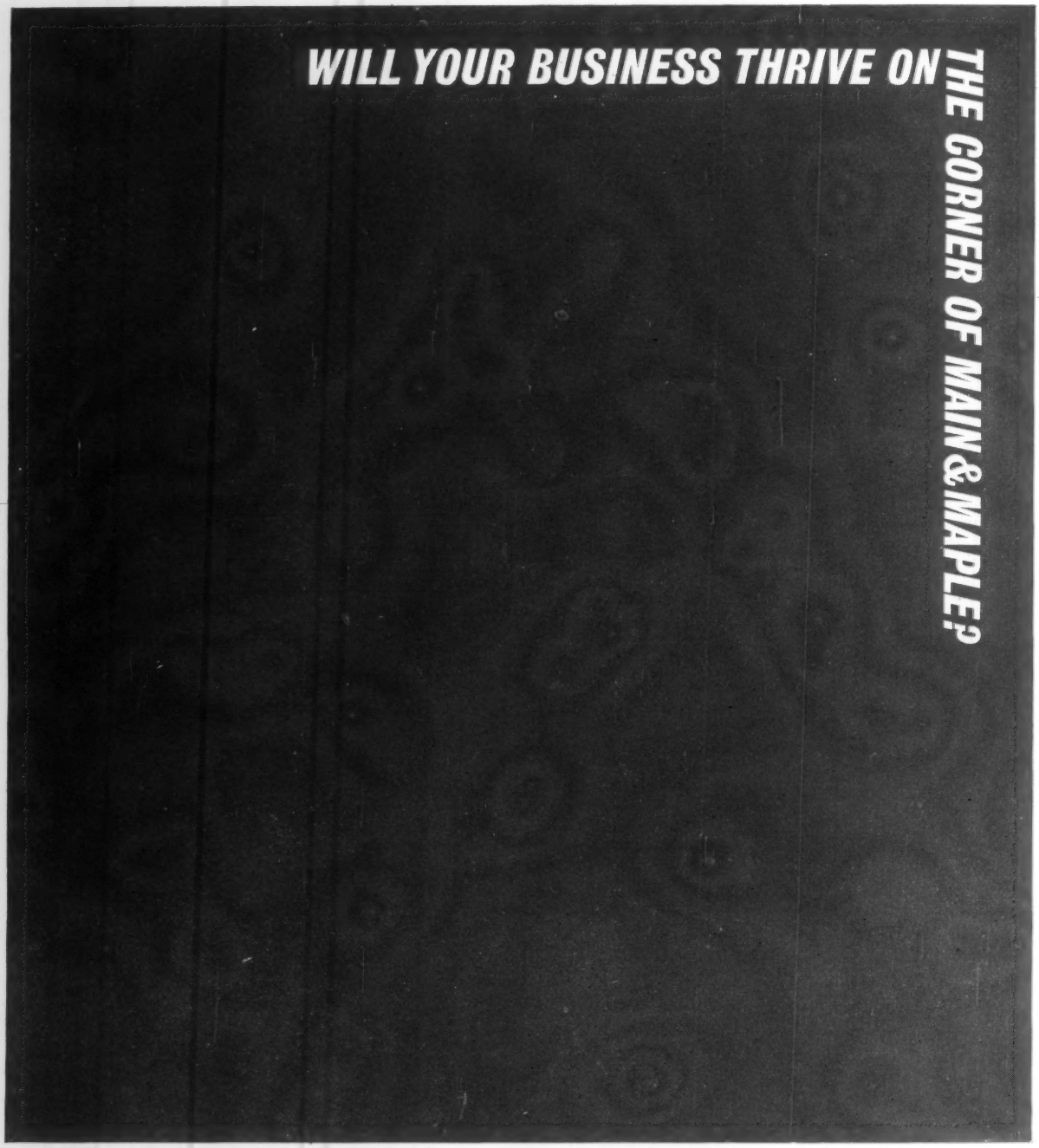
BP-14778: WENN Birmingham, Ala.—McLendon Birmingham Bcstg. Inc. Has: 1320 kc, 5 kw, DA, D. Req: 1320 kc, 5 kw, D.

Application deleted from public notice of Sept. 21, 1960:

BP-13503: WLDB Atlantic City, N. J.—Atlantic City Bcstg. Co. Has: 1490 kc, 250 w, unl. Req: 1490 kc, 250 w, 1 kw-LS, unl. (Assigned new file number: BP-14734.)

Application deleted from public notice of Nov. 4, 1960:

BP-13549: New, Prattville, Ala.—Billy Walker. Req: 1330 kc, 500 w, D. (Assigned new file number: BP-14729.)



Our population isn't all that's growing. Needs are. Markets are. And so are towns and cities in the path of our growing economy. Here's how to bring the business your way, how to put your corner in the mainstream of a growing America.

Take a look around your corner, even to the outlying areas of town. Surely you'll see room for development, for new industries that create new jobs and bring in new customers. The development of your community will make more room for your youngsters to grow, find jobs, careers and a future — not far from Main & Maple.

And there's no time like the present to begin. If your town is looking for new industry, your Department of Commerce can help. Field experts will show how to evaluate what you have to offer, and how to present it to the best prospects. (If you're a businessman with expanding ideas, they'll direct you to suitable locations.)

Take advantage of the many ways in which your business can grow. In attracting new industry to your local community. In new domestic markets. In the lucrative foreign markets. In developing new products and services. Just write or phone the U. S. Department of Commerce Office of Field Services in your city, or Washington 25, D.C. Your U.S. Department of Commerce is always ready to help you grow with America!

ADVERTISING COUNCIL PUBLIC SERVICE

NOW'S THE TIME TO GET GROWING IN A GROWING AMERICA!

OUR RESPECTS to Peter Goelet, president, National Audience Board

Broadcasting needs better and closer public understanding

As president and founder of the National Audience Board, Peter Goelet is a man with his finger on the public's pulse.

His board previews, reviews and rates television's sensitive "inner section"—that is, many of tv's programs and commercials. And on occasion, it surveys television in more general ways.

This NAB doesn't check each and every show on the air; it neither wants nor is able to keep up with such a volume job. Rather, the board's purpose appears to be to keep tabs on television, its specific hopes and various problems.

By acting as a barometer for the tv industry of the public's reaction to the image on the screen, Mr. Goelet feels he is serving television by helping to better it. He scientifically describes the board's function: "We act as the catalyst between the public and the broadcaster."

Startling Survey ▪ This catalytic function was most obvious last summer when the board startled the industry with a survey reporting on some 2,400 replies to a questionnaire on tv performance. The results of the survey showed that community "opinion leaders" the country-over felt television programming, as well as tv commercials, with few exceptions, rated as "mediocre" (BROADCASTING, July 31).

This report received nationwide attention overnight—proof that today television is top news in the columns of the competitive rival media.

Later that summer, Mr. Goelet appeared at a Northwestern U. Law School symposium, joining leaders in the broadcast field and in government in a "summit" discussion of "freedom and responsibility in broadcasting."

These two recent highpoints in the career of Peter Goelet and his NAB demonstrate by their variety the broad objectives he's set out to accomplish in the next several years. He seeks better and closer public understanding of an industry he feels has become over sensitive. Mr. Goelet wonders if broadcasting isn't indulging in an "overly defensive" attitude based on a misunderstanding both of what FCC Chairman Newton N. Minow did with his "vast wasteland" speech and "why he did it and the way he did it."

Too Literal ▪ He's certain that tv people are resorting to a "self defense mechanism" and are taking Mr. Minow's "dramatization" too literally. Mr. Goelet denies that broadcasters are necessarily greedy and selfish, but he warns that the "system" of television production is a "difficult one" and probably needs improvement. His tenet: there must be an accommodation of two forces, the effect of statutory law—for "the public interest, convenience and necessity"—and that of economic law—which determines advertising. Mr. Goelet then proceeds to suggest for American television a pattern resembling that of the British ITA.

Mr. Goelet as a public spokesman and opinion leader is a quiet, patient man who lets his editorials (the board publishes a *Newsletter*), surveys and previews do most of the sounding.

Peter Goelet was born on June 8, 1911, at Newport, R. I., the latest member of a family dating back 300 years in New York history. A family of wealth, the Goelets had extensive interests in banking and brokerage houses and holdings in real estate. But the youngest Mr. Goelet showed no interest in high-finance. He became deeply (and permanently) attached to radio operation.

In his teens, Peter Goelet got an unlicensed radio transmitter working and emitting a signal that went 3-4 miles from the family estate in upstate New York, near Chester. Young Peter was proud of his "station" but one day he "announced" a report on a speech his father had made about Europe, and the broadcast was picked up and reported by the Associated Press. The government issued a desist order.

But only a short time later (in 1932), Mr. Goelet was back on the air: this time his station was government-licensed as WGNY (now in Newburgh, N. Y.). He owned and managed the station and handled just about every function there in the eight years he held the outlet. In 1939, at the age of 28, Mr. Goelet sold the station that he had nursed from a 50-w daytimer to a 250-watter.

Peter Goelet
Catalyst between public, broadcaster

He sold it because it was losing money. "If you have a local station it should be a good local station," he says, "but I tried to operate mine as a New York City station, so it was a 'poor' New York City station." Says Mr. Goelet: "I learned a good deal."

The adventurous Peter Goelet stepped into politics next, pushed by friends who thought the "man who was running the station all these years" might make a dent in staunchly republican Orange County.

He ran for the legislature as a Democrat in 1940 and nearly made it: he was defeated by only 1,600 votes, compared to the preceding Democrat, who had lost his election by 10,000 votes.

Bike Accident ▪ In 1942 he was in the Air Force, a service cut short by the effects of a motorcycle accident (he biked as a hobby) and in February 1943 he was discharged as he expresses it, "with no station, no politics." Aptitude tests told him he had a vocabulary within 3% of a college professorial level, and that he was subjective, and introverted, and probably best fitted to be a writer.

He studied under Padraic Colum (Columbia U.'s famous Irish poet), and his wife, Mary Colum, a well-known critic. Under their tutelage Mr. Goelet learned, among other things, editorial writing, using the old *New York Sun* as one of his models.

By circumstance or by luck, Mr. Goelet notes, he has had a "perfect synthesis of experience" in journalism and in broadcasting that stands by him in his current position.

The diverse parts of this synthesis meshed when Mr. Goelet joined the Committee on Exceptional Films of the National Board of Review of Motion Pictures in 1949. In the summer of 1950, he became Hollywood representative for *Films in Review*, a national publication of the Board of Review.

In 1954 he organized the National Audience Board which he now operates from a three-story brownstone, inherited from his mother, on East End Avenue. His headquarters overlook Carl Shurz Park, within sight of the New York mayor's Gracie Mansion (on the East River).

At last: two strong defenders

THE silence that has afflicted broadcast leadership since FCC Chairman Minow began his "vast wasteland" crusade was broken last week—and eloquently.

Two of the most influential men in broadcasting spoke out in persuasive defense of the American system of broadcasting, in thoughtful support of the people's rights under America's historic guarantees of freedom and in vigorous and effective opposition to proposals for tighter government controls.

Last week's speeches by Frank Stanton, CBS president, and Bob Sarnoff, NBC chairman, ought to give heart to those in broadcasting who have been too timid to rise to their own defense and ought to give pause to those who have endorsed Mr. Minow's policies. The speeches are extensively reported elsewhere in this issue, and we commend them to the attention of anyone who does not hold the First Amendment and the American people in contempt.

In form and in forum the speeches differed considerably. But they were astonishingly alike in the essence of their message. Both were objective in admitting television's imperfections, but both suggested these were representative of the imperfections of society itself. Both were articulate in their descriptions of television's achievements. Both were optimistic in appraising the people's ability to enlarge its educational and cultural interests and in television's ability to satisfy and in some measure stimulate those interests. And both forcibly explained why the process of improvement would be deadened by authoritarian interference in program control.

As Mr. Stanton put it in delivering the Benjamin Franklin Lecture at the U. of Pennsylvania: "Are we so bereft of that trust in the people so magnificently exemplified by Franklin's age that we must now turn over the substance of the most promising medium we have to the control of government because the people do not know what is good for them? Are we going to be incapable of extending freedom of communications abroad in the interests of world order because we can find no alternative to diminishing it at home?"

Or as Mr. Sarnoff said in his speech to NBC affiliates: "Some [government authorities] would interfere with no more than a lifted eyebrow, using it as a kind of semaphore to wag this program type off the air and signal more time for that one. I believe this is a dangerous, mistaken and illiberal doctrine. It is illiberal because it is based on the belief that the end justifies the means . . . It is mistaken because it assumes that viewing can take place without the consent of the viewers . . . It is mistaken also because it presumes to set up standards as to what is worthy and what is not . . . It is dangerous because even if it could be administered with impeccable intentions and flawless wisdom, it creates a precedent that could be disastrous in the hands of some future authority who might be unwise, ill-intentioned or both."

It took nerve for both Messrs. Stanton and Sarnoff to speak out against a government that holds licensing power over valuable station properties in their custody. It will be interesting to observe whether similar nerve will be shown by others in the broadcasting field.

Drawn for BROADCASTING by Sid Hix

"You're taking that 'too much violence on tv' talk too seriously . . . now get in there and fight!"

A good start toward $30 million

THERE is nothing wrong with national spot radio that sensible, united, unremitting effort cannot cure. What is really wrong, as we have said before, is not that national spot radio is being threatened as a medium, but that it is not moving ahead as fast as it should or could.

Cures, no matter what the ailment, cannot be prescribed in a vacuum. The facts must be faced first, and in the past few weeks radio broadcasters have shown an unusual —and heartening—degree of readiness to face facts about spot radio. Out of this sort of stern and sometimes unflattering appraisal is bound to come progress.

Against this background we must nominate the Radio Advertising Bureau's new "test-market plan" (BROADCASTING, Dec. 4) as the most ambitious single tactic recently advanced for invigorating national radio sales. If it succeeds as well as RAB expects, it will boost national sales 15%, or $30 million, in the next year and a half. That's a sizeable chunk of improvement.

The RAB plan coincides with, rather than results from, the spirit of fact-finding that has been evident recently, for it has been in development and testing for almost two years. It is spectacular, in that it calls for RAB to sell and place, then supervise and research, radio campaigns to prove to major advertisers that this medium, properly used, can solve their problems to an extent worthy of substantial shares of their budgets. It is unique, in that it asks stations to pay RAB 10% of any billings they receive from campaigns thus placed by RAB. The client's agency and the stations' reps are not to be bypassed on commissions or otherwise.

There already have been some rumblings of criticism. Although the plan carries the endorsement of some of the nation's leading broadcasters, some others are protesting privately that it will favor RAB member stations to the exclusion of non-members, that to make sales RAB may be forced to condone rate deviations that should not be condoned. Complaints of this sort are perhaps natural: they should serve to make RAB doubly cautious to insure that they prove baseless, as RAB maintains they are.

On balance, RAB's blueprint strikes us as deserving a fair trial. There is no better way to show radio's high level of salesmanship than to prove it. When an advertiser sees radio ringing his own cash register, he can hardly fail to be impressed, and if it rings loud enough he will be hard put not to give radio a bigger role the next time around.

This is the sort of endless spiral that can lead a medium to new heights. Execution of the plan may be ticklish, but in the concept of proving by doing, it is on firm ground. Applied on a scrupulously fair basis—as RAB authorities assure that it will be—it could help significantly in taking the brakes off a medium that for too long has been artificially hobbled. It isn't the complete answer—there is no complete answer—but it could be a good start.

The Mark of Success in Station Planning

The RCA monogram has been a guide to selection of the best in broadcast equipment and services for over 30 years.

RCA The Most Trusted Name in Electronics